# PRINTERS' INK

A JOURNAL FOR ADVERTISERS
19 West 81st Street, New York City

VOL. LXXXVI

NEW YORK, FEBRUARY 5, 1914

No. 6



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WE venture to repeat a letter from one of our clients as it appeared in this paper recently. We have no comment of our own to make. What say you?



The Letter:

New York, Dec. 31, 1913.

Editor of PRINTERS' INK:

As advertisers, we desire to commend your excellent editorial on the agency situation, which appears in your

journal this week.

We believe that those who criticise good agency practice must have a limited agency acquaintance, and we wonder why they don't look around a bit. Certainly they need not go far to discover advertising agents who can construct campaigns of genuine selling power, of great investment value to the advertiser.

We join you heartily in your evident intention to give

credit where credit is due.

With compliments of the season, we are,

M. C. Migel & Co.

"Put it up to men who know your market"

Federal Advertising Agency, 241 West 39th St., New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

Vol. LXXXVI New York, February 5, 1914

No 6

### How Crex Advertising Developed a New Industry

Authorized interview with MYRON W. ROBINSON, President of Crex Carpet Company, New York and St. Paul

O NE does not have to be a prophet or the son of a prophet to predict what effect the Crex carpet and rug advertising is likely to have on the whole floor-covering industry. The Crex company is doing what most carpet manufacturers felt could not be done by advertising, and what other manufacturers said ought

other manufacturers not to be attempted by advertising be-

cause of the resulting disturbance to the satisfactory conditions prevailing in the industry. A few have tried consumer advertising halfheartedly, on a small scale, but the Crex company is the first to attempt it on a considerable scale and the first to get considerable returns from it. It is a demonstration of what others with courage and good products can do for themselves.

The product of the Crex company is made of a native wire grass and sells at a price one-third or one-fourth that of the rug or carpet which might be considered its nearest competitor. It sells not far below lindeum, which is a rival at some points,

and which also is very sparingly advertised to the public.

The market, when the Crex concern began to get a grip on it some eight years ago, was in a state of flux. The rising æsthetictaste and the sanitary demand were beginning to affect it. The old cheap ingrain carpet was falling off in favor of the Axmin-

ster and the Wilton, and all three were going back before the rug invasion. It was not quite so true then as it is now that the bulk of the carpet trade was placed on contract with the public buildings, apartment houses and hotels. steamships and railroads, but it was measurably so, and the retail trade in carpets was in consequence virtually dead. Only the larger centers of population could afford to keep the necessary stock to satisfy discriminating purchasers and the grade of sales-. men equal to making estimates and floor plans.

Rugs found an easier distribution, and thus afforded a further accommodation to the changing preference for them



EXTENDING THE USE AND MEETING SUBSTITUTION, IN . CLASS MAGAZINE COPY

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less expensive and more The figures of anhygienic. nual production given by the 1910 census are: Carpets, \$48,-475,889 or 68 per cent; rugs, \$18,490,449 or 26 per cent; and other products, \$4,221,414 or 6 per cent. Linoleum is not included in the foregoing, and is \$26,285,796 in the same year. The consumption of carpets is still about two and one-half times that of rugs, but it is declining in proportion. There is, it is true, a slight tendency in some sections towards regaining some of the lost ground. Carpets are going back into some of the finer homes of the Middle West. The vacuum cleaner is largely responsible for this. But this change is not reflected elsewhere in any marked degree. It should be added that the statistics include carpet yardage afterward worked up into rugs, so that the carpet figures are higher than they actually should be and the rug figures lower.

### GENERAL CONDITIONS FAVORED CREX

The figures for mattings are included in the classification of "other products." The Japanese and Chinese varieties were hard pressed by the increasing popularity of linoleum and prairie grass rugs and carpeting. The year 1910, when these census figures were secured, saw the Crex promotion campaign already under way. Its business was included as the largest item, no doubt, of the grass products. It has since grown

much larger.

The general conditions, then, may be said to have favored the company when it started its first advertising campaign seven or eight years ago. The general tendency was towards rugs or light and sanitary floor covering. Only the large dealers in the large centers pretended to carry a large assortment of carpets and rugs, while the modest investment of a small out-of-town dealer would go far in the inexpensive Crex goods. This favored wide distri-bution. Then the popular taste had been prepared. Japanese and Chinese matting had made a good impression. If they had only been tougher, they could have held the market. So Crex had a good start.

The older houses, as a rule, were not looking beyond the dealers. A few, less than half a doz-en, had had their little advertising adventures in the general mediums, but more for the purpose of securing dealers or influencing them than for creating and building up any consumer-demand for their branded goods. If they had entertained any other idea, it had not been supported by enough of an appropriation to make it not-

This was the situation when the Crex people launched their advertising campaign directed at the public. They were not challenging the carpet trade. Their wiregrass product did not come into competition with the woolen goods. Its use was seemingly restricted to porches, bungalows and country houses. The first advertising appropriation was for \$60,-000, laid out in metropolitan street car space. It made considerable of a splash, but when the company, finding it had not enough distribution to take care of the customers created by the advertising, shifted its attack to an educational campaign while building up its dealer organization, the older men in the trade shook their heads and called it another experiment.

For it was a fact that the first undertaking of the company was not a success. It had started thirteen or fourteen years ago as a \$15,000,000 corporation to manufacture binder twine for use in harvesting machines. Grass rugs and carpeting were virtually a side line. But the binder twine plant did not produce profits, and was disposed of within a year or two to the International Harvester

Company.

### A LITTLE PRELIMINARY FLURRY

The rug and carpet department on the other hand showed promise from the beginning. There had been a little flurry when the highsalaried Crex salesmen had gone through the trade putting out their goods on almost any terms. That

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## An Advertising Opportunity

Everybody's attracts and holds a commanding position in 600,000 of the most progressive and substantial American homes. Its readers find something vital, clever, human and compelling in every issue.

These readers are continually in the market for every kind of product which the manufacturers of the world supply.

This offers you a wonderful advertising opportunity. Sell them your product through the medium which attracts and gains their confidence. Forms close fifth of the month preceding date of issue.



600,000 Average Monthly Net Circulation Guaranteed \$600 a Page

The Ridgway Company, New York

way could not last. After five years of this and other experience, the \$15,000,000 corporation reorganized on a \$3,000,000 basis. It has thrived since, but this advertising bee in its bonnet, the carpet people thought, was more of the bumble variety—all buzz and no honey. When the company continued to advertise, however, with increased display and with increasing success, the doubters gave up forecasting defeat and have since set themselves to watch. And a campaign that has turned defeat into victory and in less than eight years secured 75 per cent of the forty-odd thousand dealers in the

country in a conservative market with an appropriation that reached \$75,000 last year as the high-water mark deserves to be watched.

The demand created by advertising has not, it is true, been a demand that has thus far displaced woolen rugs and carpets to any considerable extent. Its effect has been slight in comparison with the demand for the more expensive woolen floor covering made by the yearly increasing wealth of the country. But it has displaced some woolen carpets, and it is gradually creeping from the porch to the chamber, and from the chamber to the library.

It is spreading out from the summer home, bungalow and sun parlor to the country club, from there to the summer hotel, from there to the Southern hotel; and now to the hotter climates of Central and South America, for which an export department has been inaugurated. Starting as an unpretentious grass porch rug, not recognized as in any sense a competitor of the carpet industry, it is now challenging for a large slice of the trade, and, worse yet, it has raised up in its train a number of competitors further increase the demand.

Does it, then, require any hardihood to venture the prediction that the carpet industry is going to repeat before long the experience of the textile industry, which kept up nearly to the end its protestations of being "different," but which, while "vowing it would ne'er consent, consented" to advertise, and is now glad it did. We need not

### When You Buy Grass Floor Coverings

look for the name CREX woven (almost invisibly) in the side binding on rounded edge as shown in illustration.

You are now protected against imitations and substitutes, as every yard of CREX is guaranteed.

Look closely before you buy. The name CREX on rug or runner stands for the original and genuine wire grass floor covering.

CREX costs less than cotton or wooien coverings
—is sanitary—easy to keep clean and very durable.
Suitable for any floor indoors and out.

Best dealers carry a varied assortment. It will pay you to go to-day and see the many beautiful and artistic designs.

Write for "The Story of CREX" and Catalogue of numerous patterns in life-like colors.

CREX CARPET COMPANY
Dept. 377 Broadway, New York



NEWSPAPER COPY EMPHASIZING NEW INVISIBILITY OF INWOVEN BRAND



picture the carpet manufacturers shaking in their shoes because of the Crex success. The truth probably is that some of them do not yet know what is going on. But a progressive minority of them are watching the demonstration and calculating chances. If the Crex success continues they will think harder. And if it continues to continue, it is only a question of time when some of them are bound to do something more than think.

These are not the reflections of the president of the Crex Carpet Company, but they have a signifi-

cance

The origin of the business is interesting and typically American.

#### GRASS LANDS ONCE WORTHLESS

"The trade name, 'Crex,' comes from the botanical name for wire grass, carex stricta," explained Mr. Robinson. "There are numerous tracts of wire grass lands in Minnesota. A dozen years ago they were supposed to be worthless. Wire grass not only had no known value but it was regarded by farmers as a scourge. To-day these same lands or parts of them are producing one of the most valuable crops raised in the West.

"Twelve or thirteen years ago a number of business men in St. Paul got to wondering if something couldn't be done commercially with the tough grass, which grows three or four feet high without a joint. They conducted some experiments and as a result organized a local corporation. Large capital was afterwards interested and the concern started out to manufacture binder twine plant did not make expenses and was sold. The company then gave up its whole attention to the carpeting and rugs.

"At that time and for some years afterwards no one realized the present possibilities of the business. There was already a large demand for matting which from its clean, light and sanitary nature and tasteful appearance was preferable to carpet for many uses. Crex wire-grass matting was much tougher than the other

matting and would wear longer; and in addition was not injured by rain or snow. Its cost was very little more and only a fraction of the cost of woolen carpeting. The pioneers saw a big market waiting them. But it was several years before the company had gained such confidence in its goods that it was ready to advertise them as a tasteful and economical purchase for any use whatever.

"Our campaign has been helped by two factors-the growth of domestic science, with its greater emphasis upon sanitary conditions and the arts and crafts movement. which tends to break up old housefurnishing conventions and procure effects of harmony by natural and inexpensive means. Now nothing in the way of floor covering could be more sanitary than grass carpets and rugs. Although they have a firm body and are tightly woven, the dust and dirt readily sift through them, and can be swept up off the floor beneath, while the carpets themselves are readily cleaned.

#### ATMOSPHERE OF ITS OWN

"On the other hand, with reference to the æsthetic value, there is nothing artificial about a wire grass rug. It is not made to 'look old' like the imported Persians; it is not copied after anything on earth. It has a distinctive atmosphere of its own, a real outdoor atmosphere; and 'you cannot put a Crex carpet or rug into your house,' as we say in our advertising, 'without bringing in a wealth of this atmosphere with it.'

"Our ambition has grown, you see, with our education. We began by considering Crex as a somewhat plebeian product, and have ended by asking the highest, best uses for it. The product is absolutely unchanged except for the designs, and some of these are as old as the business. The real change has been in ourselves—we have been educated by our business."

In the beginning neither the Crex company nor the field considered the product as competitive, except possibly with respect to the Japanese matting. The company



# Announcement

February 2nd 1914

Josiah Judson Hazen recently advertising director of the Century and St. Nicholas Magazines is now associated with this Company as Vice-President

John O Powers Company
Advertising Agents

11 West 25th St

New York

regarded itself as a pioneer, with

all the pioneer's problems.

"To-day," says Mr. Robinson,
"our selling problems have reduced themselves to two. We are still figuring how we can broaden the use of our rugs and carpets, and that also means extending the selling season from a few months in the spring to twelve months of the year. And we are still figurdealers from substituting, but on the other hand, would stir up hostility all along the line.

#### PURSUED A FABIAN POLICY

"We did nothing at first. store took on a competitor's line. When it placed a small order with us later, we reminded it that it could not have the long discount on orders that came in driblets.

Then it dropped our line entirely. We said nothing and waited. At the end of the year the store threw out the other line and came back to ours. The percentage of profit had been larger on the other line but so had the selling cost, and the goods had moved slower. It had proved better to handle advertised Crex than unadver-tised brands. But the point of the story is that we had kept our temper and not made

it difficult for the house to come back to us again. "But in our advertising, where we are not considering any dealer in particular, we warn the public plainly against imitations and substitutes. In our trade-paper copy we make no bones about attacking the unscrupulous dealer and declaring him unworthy of the confidence and patronage of the public. We know this meets the approval of the honest dealers and educates them, while it shocks some of the dishonest ones into decency and is a warning to the

"Substitution did not begin," continued Mr. Robinson, "until the name Crex had been standardized by generous publicity. The company made the mistake in the beginning of advertising it as grass' carpeting and 'grass' rugs. This let in Japanese matting and other kinds of coarse grass and reed carpeting. It allowed the public to believe that all grass carpeting was Crex. The writer of a recent novel, 'Spiritmist,' speaks in just this way of it in describing a room, remarking that

bolder offenders.



IN TRADE-PAPER COPY DEALERS ARE EDUCATED AS TO COMPETING GOODS

ing on how we can put a stop to the substitution from which we suffer. We are more and more relying on advertising to solve

both problems.

"Our attempts to check the substitution evil are a rather un-usual combination of diplomacy and plain-speaking. We do our plain-speaking in our advertising to the trade, and leave nothing for dishonest dealers to read between the lines. In dealing with particu-lar cases, however, we generally use milder tactics. This is contrary to the practice of many advertisers-they are suave in their advertising, but autocratic in dealing with offending dealers.

"Two or three years ago one of the largest department stores in the East gave us cause for coming down hard on them. We had suspected substitution and finally secured evidence of it. Our attor-ney wrote the house. It replied with a polite inquiry as to what we were going to do about it. Now we could have cut it off, or prosecuted, but, after all, to what purpose? It would stop some

the walls 'harmonized with the crex on the floor.' This widemisunderstanding spread tending to turn our trade name into a generic term. What we are doing now, and should have done from the outset, is to advertise our product as 'wire grass' and not merely 'grass' goods. If we had done that, we would have shaken off a lot of competition that has had the benefit of our past advertising. We would not merely have protected the initial sales, but have prevented the loss of good will that results whenever a substitute does not give the

wear expected of it and the blame is visited on

Crex."

NAME "CREX" NOW IN-WOVEN

Strange as it may seem the Crex company did not try until about two years ago to put a brand on its goods that would defy deception, and even now it has succeeded only in so marking the rugs by weaving the name "Crex" into the bind-

"Up to that time," said Mr. Robinson, "we

had put the name and brand on a label and sewed it on. But some dealers tore it off. We found at last that we had to put a mark on the goods themselves, or on the rugs, at least, because it was impracticable to mark the carpeting. And it has been none too easy to mark the rugs suitably, for if the mark shows too plainly, it looks too much like advertising, and housekeepers will object; while if it is toned down to something like the color of the binding, it is almost indistinguishable. The latter evil is, however, the lesser, and we are educating the readers of our ads to look closely at the binding and find the word 'Crex.'"

The Crex products are sold chiefly through the jobbing trade. That explains why upwards of 30,000 dealers were secured by two salesmen supported though

they were by advertising. Still. any way you look at it, it is a considerable achievement, and one for which the advertising must be largely credited.

The name was a capital one, short and easily memorized. The trade-mark was similarly good, being individual and attractive. That was a good beginning.

"The early copy of course dwelt on the uses and desirability of Crex, its inexpensiveness and economy. There were no competitors and there was consequently nothing to say about substitution.

But with success has come the rush of competition, and the beginning of substitution until now it is felt necessary by the company to devote a large share of most ads to that purpose. In fact, when we include the pictures emphasizing the trademark idea, we shall be obliged to consider many ads as almost wholly anti-substitution, as against the earlier creative ads. This is true both of the trade-paper and conadvertising. sumer Business is increasing,

but substitution is still a problem nevertheless.



HEREAFTER THIS GRAPHIC APPEAR IN ALL WILL CREX COPY

### LIST OF MEDIUMS USED

"The advertising naturally began in the trade-papers," said Mr. Robinson. "We are now using four, the American Carpet & Upholstery Journal, Carpet & Upholstery Trade Review, Dry Goods Economist, and for the fourth, Merchants Journal and Commerce. We take pages and half pages.

"When we started after the consumer we went into both women's and standard magazines. but now, realizing as we do that the woman of the house buys the carpets as well as the rest of the home furnishings, we have concentrated our appeal in the women's magazines and those class papers which we believe women read. Our present list, in which we are using the equivalent of standard half-pages three months in the spring—we have not yet extended the advertising season, although that is likely to come later—is as follows: Woman's Home Companion, Delineator, Housewife, Pictorial Review, Mother's Magazine, Woman's World, Modern Priscilla, Good Housekeeping, Todav's Magazine, Christian Herald, Country Life, Suburban Life, Craftsman, American Homes and Gardens and Bungalow. We have also used other mediums spasmodically, as the Ladies' Home Journal, McCall's, People's Home Journal, Ladies' World, and The Saturday Evening Post.

"We are planning this year to repeat the spring newspaper campaign of last year in thirty of the largest cities of the country, taking good-sized space twice a week for twelve weeks, from the middle of April to the middle of July in the newspapers of greatest home circulation. This is essentially a dealer campaign. want the dealer's co-operation and this helps to get it. At intervals throughout this period he also advertises at his own ex-pense, often using our electros and copy suggestions. The campaign comes down with a grand flourish of special advertising to 'Crex Week,' the first week in June, when the dealers install special window displays of our goods and lay themselves out to get the last possible customer.

### PRIZES FOR WINDOW DISPLAYS

"To aid this Crex Week display and also stimulate display and sales all through the season, we made last year an offer of prizes to jobbers and dealers for best window displays, and to retail salesmen making the largest sales in each city and state. This was very successful and we are renewing it this year, except with respect to the jobbers. We found that it had no effect with them or on their salesmen and customers.

"Besides the trade, women's and class paper advertising, we have used and shall again use the street ears in New York, Philadelphia, Boston and Porto Rico, and the Hudson tube in New York; and railway bulletins from New York to Boston, to Chicago, to Philadelphia, and around St. Louis.

"All our newspaper and magazine advertising is keyed. send out to all inquirers our 'Story of Crex' and catalogue of numerous patterns in several colors. We turn over the inquiries to the dealers. We have a larger catalogue for them, and for the jobbers. We got out 100,000 small catalogues and 200,000 booklets last year. A lot of these are distributed by the trade. We send these booklets out only to dealers who ask for them. cuts down some of the waste but not all of it; we know there are a good many dealers who ask for 2,000 booklets when 1,000 would do just as well.

"Advertising literature always has played a large part in the carpet trade. Some of the carpet houses get out very expensive pattern books. We felt that we had to do something of the sort for that reason. we also felt that it would be a good thing to steer clear of the old methods and identify ourselves with the new. So in addition to our other advertising, we have gone in for novelties of a certain kind. We have furnished to dealers 25,000 calendars that cost us ten cents apiece. They also get 85,000 envelope stuffers with their imprint, 'wireless' postcards on which an invisible wording comes into sight upon rubbing, and a large number of blotters to be given away in connection with the window displays.

"Our men also give away a lot of souvenir pencils in certain cities where something of the sort is expected and where trade is

exceptionally good.

These are the major activities of the sales policy that has put the present \$3,000,000 corporation on a 6 per cent dividend basis. The advertising appropriation has been increased from year to year. Last season it was \$75,000 and the business showed a very healthy increase over 1912. It will be still larger this year and equally agreeable results are anticipated.

### More Hearings in Label Inquiry

Head of John Wanamaker's Shoe Department Gives Testimony Before Interstate Committee at Washington-John Bush, of The Brown Shoe Company, Tells His Views.

Special Washington Correspondence

ATE testimony at Washing-ton in the series of hearings on various bills now before Congress relative to fraud in commodinterstate commerce brought out interesting sidelights on the question of manufacturers placing their names on their prod-

Since the giving of previous testimony at these hearings, parts of which appeared recently in PRINT-ERS' INK, Andrew C. McGowin, head of the shoe department of the John Wanamaker Stores in New York and Philadelphia, took the stand and gave his views in a straight-from-the-shoulder ner. He is opposed to the use of the maker's name on shoes, and as one of the right-hand men of such an extensive advertiser as John Wanamaker, Mr. Mc-Gowin's views for so doing are of interest to national advertisers.

Mr. McGowin spoke in his capacity as President of the National Shoe Retailers' Association. This organization, he explained to the sub-committee, of the Committee on Interstate and Foreign Commerce, represents the leading and some of the smaller shoe retailers in the United States. fundamental requisite of membership, he stated, was the "We can not better our business by faking the public. We have spent time and money in prosecuting those who do fake in our trade. We felt the need of organization to prevent the public from being taken advantage of."

DISLIKE WORD "ADULTERATED"

In arguing against the use of the word "adulterated" in connection with shoes not made wholly of leather, the Wanamaker manager said: "There is a principle in retailing merchandise and also in wholesaling it, either from the manufacturer or the wholesaler, to keep from raising questions of doubt. When one's mind is made up that a thing ought to be leather or ought to be steel, if you please, and some substitute is used, a doubt is raised which makes the sale harder to make; and the harder you make it possible to dispose of goods, the greater you increase the cost of disposing of them and that cost the dear public pays; it pays all costs.

A few manufacturers would have control of the manufacture and sale of shoes, according to Mr. McGowin, if a law were to be passed compelling the placing of the manufacturer's name on each shoe produced. Continuing, he said in part: "I can not afford to advertise for the manufacturers and have their names on the shoes. How many wearers of shoes would go back to the manufac-turer in case of difficulty with the shoes? You would drive out of business some 27,000 shoe retailers in the United States and put in business the trade-marked shoe men who are with us today and who pay their managers \$15, \$20 and \$25—I do not know one that gets \$35. And you know they contend their work is done in the factory and such manufacturers claim to sell directly from the manufacturer to the consumer at a less price, but it costs such manufacturers just as much to dispose of their goods as it costs me, because where they sell one pair I sell twenty-five pairs."

ADMITS MAKER'S NAME BENEFITS CONSUMER

Congressman Barkley interposed a question: "You said a moment ago that if a manufacturer's name were required to be placed on the shoes that the shoes would sell then on the reputation of the manufacturer instead of on the reputation of the retail dealer; is that right?"

That would be the effect gen-

erally; yes sir."

(Continued on page 76)

# "Bring the Mountain to Mahomet"

Rounding up all your salesmen from everywhere is mighty expensive business. Yet you want them familiar with the inside workings of your factory.

Have motion pictures made, showing exactly how every operation is performed, tracing your product throughout every stage, and giving an accurate conception of size. Gather your salesmen in conventions through the country and take the factory to them. Can any educating campaign compare with this?

Many of the larger manufacturers are now using motion pictures for large customers, prospects, public demonstrations and salesmen's instruction classes. We will give you an idea of the cost and it's surprisingly low.

HAROLD IVES COMPANY, Inc.
Metropolitan Building

1 Madison Avenue

New York City

### HELP THE MAN ON THE ROAD

The salesman calling on the retail trade is successful in that degree in which he can influence the dealer. But to counteract his influence are a dozen other salesmen, operating by the same methods and with just as good a story to tell.

Just imagine, for a moment, how much influence it would be likely to have if there or four good customers of the dealer would ask him to give the salesman an order, and agree to buy some of the goods. The sale would be made at once.

This is the sort of "influence" on the dealer that will open doors that are now closed to you, that will increase orders year after year, that will relieve you of any fear of what your competitor may do or say, that will get a good price regardless of your competitor's quotation, and that will keep the merchant satisfied without concessions.

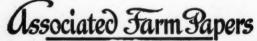
Why not "ginger up" your salesmen with a little help of this kind?

# Ussociated Farm Papers

### 567,000 Farm Families ALL GOOD "INFLUENCERS"

And every one of them a good customer of some merchant you should be selling.

:	Estab	olished
Pittsburgh, Pennsylvania Supreme in Ohio and P	AND FARMER	877
FARMERS' REVIEW Chicago, Illinois Supreme in Illinois	1	877
FARMER'S GUIDE Huntington, Indiana Supreme in Indiana	ASSOCIATED	889
FARMER AND BREEDER Sioux City, Iowa The Cream of Four Sta (Ia., Neb., Minn., S	ates Toll 129	878
NEBRASKA FARMER Lincoln, Nebraska Supreme in Nebraska	1	859
FARM AND RANCH Dallas, Texas Supreme in Texas and		883
FIELD AND FARM Denver, Colorado Supreme in Colorado	1	872
CALIFORNIA CULTIVATO Los Angeles, California Supreme in California		889
RURAL CALIFORNIAN Los Angeles, California Supreme for Fruit-Grow		877
THE RANCH Kent, Washington Supreme in the Pacific N		1895



Chicago Steger Building D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

Sew York
Fifth Avenue Building
S. E. Leith, Manager

### How Timken Stimulates Word - of -Mouth Publicity

A Look Behind the Scenes of the Current Timken Advertisements —Scout Sent Out to Examine Sentiment Before Advertising Was Scheduled—No Statement About Timken Product in Ads

By Edwin A. Walton
Of the Timken Roller Bearing and
Timken-Detroit Axle Companies

WITH a list of not more than 150 possible customers for Timken axles and bearings, and all but eight or ten of them actual customers why should the Timken Companies advertise in such publications as The Saturday Evening Post, Collier's, Literary Digest, Review of Reviews, Life, Everybody's.

McClure's, Harper's Monthly, Country L i f e in America and Motor Life? Why should Timken talk each month to owners and prospective owners of motor cars and a lot of others who can never own a car when Timken bearings and axles can only reach the public as integral component parts of the cars they buv?

I am quite sure that there are many less expensive ways of acquainting car manufacturers with the merits of our products. A personal call on every car builder every week would cost less.

As a matter of fact the only part of our advertising appropriation spent directly on the carbuilder—the man who buys our goods—is covered by the cost of 1,200 copies of the *Timken Magazine* out of a total issue of 20,000 copies. We don't even get out a catalogue.

The question "Why does Timken advertise?" has been persistently and insistently asked since the day, two years ago, when the first Timken national advertisement appeared.

So we determined to devote our January space to a clear statement of the main objects beneath all Timken advertising. This was done in an ad entitled "Talk with the man who rides on Timkens."



Talk with the man who rides on

TIMKENS

SpOII can't have too much about the motive-on-visio one you own. It does not you great to key.

Timbes advertisements have indifferent about the foundations of the conditions of the conditions of the condition of the condition

the way forth my date.

Shaces of reventing page, We believe in it and in the big determine elegate of Tunken advertising. Here you wendered what these objects are also as the state of th

factories. There exists fit the United States not more than 150 car make to all the control of t

Emphasizing these facts helps the whole notes car industry.
We believe the public will reward all of us makers of asless of baselogs of other parts and of complete cars who are alsomely striving to put the state of the public will be one resoluted to the public of the public will be one resoluted.

ANOTHER object is to so saids the electing good report. In order of Tentime Judas and Baselage that they will a clinic of Tentime Judas and Baselage that they will a clinicia colling reals to the car manufacture. However, the colling and you and we do, that a having miling value on lane, as you and we do, that a having miling value on lane and they when the truth is that and can be proved.

Without going and registation of Timbon Baselage and Judas, but you have, readed a case in Judas. Tenname There is no the province remains the contract of the contr

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# TIMKEN BEARINGS & AXLES

A BOLD PIECE OF ADVICE, BUT IT CARRIES CONVICTION



AN INVESTIGATION PRECEDED THE WRITING OF THIS HEADLINE

One object, as we frankly told the public, was "to so widen the existing good reputation of Timken axles and bearings that they will have, in addition to their service value to the car owner, a distinct selling value to the car manufacturer."

To attain that underlying object we stated that "each individual advertisement aims to induce you to talk with the man who rides on Timkens." In short, we directly asked the public to do some word-of-mouth advertising for our products.

Can we expect the public to respond to our suggestion?

It was more than a year ago that this particular advertisement was conceived. At that time it appealed to only one man in our organization worth 28 while. About that time we put a man on the road for the advertising department. We wanted to keep our ear to the ground and he was the ear.

It has been his task to talk with car owners, a u to mo bile dealers, truck users, garage and repair men, farmers, the public at large particular. His daily reports from East and West, North and South, town and country, wherever he has traveled.

have answered all sorts of questions and suggested much that has proved valuable in planning our advertisements and our monthly publication to motor-car dealers, the *Timken Magazine*.

His reports show conclusively that those who ride on Timkens do talk our products to their friends. He believes, and we believe, yes we know, that there is no more absorbing topic of conversation among men than the motor car. Tariffs and currency and the Mexican mix may come and go, but the motor car goes on forever. It has as strong a hold among average men as the horse has among jockeys.

It has been very plain that our task was not to create interest,

but to direct some of that interest to the most important parts of the car, to its very foundations. Men compared motors, magnetos, carbureters, controls and other parts. More and more they are now talk-ing about axles and bearings.

Our statistics show that much more space is now being devoted to bearings and axles in automobile catalogues than formerly. That dealers in their local newspaper advertisements go more into details regarding axles and

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We know from personally buying cars incognito (all but signing on the dotted line) that dealers are talking bearings and axles much more than they did two years ago. It is an essential part of our work to dig into these matters, find out the facts and base our advertisements on certain knowledge.

More and more buyers of cars are asking their car-owner friends what service their cars are giving. And they are going into particulars, too. The day has passed when a "bunch of junk" can "get by" for long. The public is "motor-wise." It is our business to make the public "axle and bearing-wise," and we're doing it.

Word-of-mouth advertising is the greatest force in the selling world and always will be. It is a slow-moving force but a sure The right kind of printed advertising can hasten but can never supplant it. The goods must be in wide use and satisfactory in every way before printed advertising can stimulate wordof-mouth advertising.

### A LOOK BEHIND THE FEBRUARY AD

The February Timken advertisement is directly attributable to the traveling representative of our advertising department, George L. Bitting. In his calls on garages where cars were not for sale but where repair work was done he noticed that the repair man was very often a booster for Timken bearings and axles. He called our attention to this fact in a letter and suggested that it would make the subject for a mighty good advertisement. A review of his reports confirmed the statement. So we followed our January ad with one in February entitled "Talk

with the repair man."

We wouldn't dare ask the public to go to the repair man for information about our bearings and axles if we didn't know that these products stand back of us. The repair man is the one man who sees all motor cars at their worst, the man most apt to look on the dark side.

Not one statement regarding Timken products is made in this advertisement. It is rather remarkable, I think, for that fact. We suggest questions to put to the repair man, and those questions go so thoroughly to the root of the matter that they prove our confidence in the answers and

hence in the goods.

Therein lies the strength of the appeal. We cannot hope that any considerable number of people will deliberately set out to find an exclusive repair man who does not have the selling agency for some car, and whose opinion is therefore unprejudiced, although we sincerely wish they all would.

For we knew by thorough investigation before a line of the ad was written that the repair man will give Timken axles and bearings a good reputation.

### WHY SOME PLANS WERE ABANDONED

Other "talk ads" directly suggesting more word-of-mouth advertising have been considered, but there seem to be good reasons why they would not be so effect-We would like to have the public "talk with the engineer," the man who designs motor cars, but the opportunity to do so would be open to but a very few people. hence the suggestion might sound insincere.

The chance does, however, come to dealers in automobiles when they attend sales conventions at the factory, and so we are running this idea in our Timken Magazine which goes to nearly 20,000 motor-

car dealers.

"Talk with the taxicab driver" sounded good at first thought, but it needed only a short tryout of our own proposal to prove that the average taxi driver knows next to nothing about the car he drives. All mechanical attention to the taxi is given at the central garage by a corps of trained mechanics.

It is not what the maker says about his products, but what users say about the performance of those products that makes or breaks their reputation. Advertising pays only when it is sincere. One of the biggest ways sincere advertising pays is by making satisfied users so proud of their ownership of the article that they like to talk about it to their friends. Good advertising also makes users so conversant with its merits that they can hang their talk on the facts.

### A New Cleveland Service Agency

Agency
Justin R. Weddell, for four years
branch manager of the Barnes-Crosby
Company, Cleveland, has recently resigned from that position and organized
an advertising service company under
the name of the Weddell-Schmidt Company of Cleveland. Other members of
the new company are O. L. Schmidt,
for three years head artist of the
Barnes-Crosby Company, Cleveland, and
A. N. McDole previously advertising
manager of the Patterson-Sargent Company and later connected with the
Barnes-Crosby Company as manager of
its Minneapolis branch.

### Clyde Thompson Becomes an Agent

Agent
A recent addition to the advertising service agencies in Cleveland is the Thompson, Carroll Agency.
Clyde S. Thompson was formerly advertising manager of the Diamond Rubber Company. Parmelee & West have joined this working force and closed their offices at 1900 Euclid Avenue.
Harry Averill, for several years connected with the Cleveland branch of the J. Walter Thompson Company, is now connected with the new firm, whose offices are in the Leader-News Building.

### Advertising Manager for Burpee's Seeds

W. Frank Therkildson, formerly with the Storrs & Harrison Company, Painesville. Ohio, is now advertising manager of W. Atlee Burpee & Co., the mail-order seed house, Philadelphia.

John Messick, for a number of years classified advertising manager of the Philadelphia Public Ledger, is now the classified advertising manager of the Philadelphia Evening Telegraph.

### Sampling Plans of Big Advertisers

Johnson & Johnson's Way of Combining Sampling and Testimonial Getting-Glimpses into the Work of Crystal Domino, Armour, Kellogg, Shredded Wheat and Oth-

### By G. W. Clifford

"T HE most successful sampling campaign we ever operated," says the sales manager of a well-known soap concern, "was a combination of house-to-house solicitation and dealer co-operation.

"This plan was based on the giving of premiums in the form of silverware, in return for coupons enclosed with our soap. We organized a crew of salesmen for house-to-house work. Each man was equipped with a neat suitcase containing a full line of premiums. When the housewife opened the door, the salesman would greet her in a polite way, spring the catch on the suitcase, and hold it out for her inspection. Silverware possesses a strong attraction for every housewife, and on this our appeal was based. 'Take your pick of any set of this silverware, madam,' the salesman would say, 'I want to give it to you free; it is not for sale-money cannot buy it. The only way you can get it is to accept it as a gift from my firm.'

"Then from his pocket he would take a full-sized package of our soap, open it, and explain that a coupon was enclosed in each package, a certain number of which would entitle the holder to one of the valuable sets of silverware. Each prospect was given a ticket. On presenting this at her grocery store and buying a cake of the soap she would be given a full-sized cake free-two cakes for the price of one.

"The ticket was in the form of a request to the grocer to give the holder a free cake of the soap, provided she bought one cake at the same time, and stating that we would allow him the full price

# The Question Is— Who Does the Buying

of machinery and equipment for coal mines and what paper does he read?

If you *know* those two things it will be easy to decide where to spend your advertising appropriation.

That's the way Robt. McGowan, of The John H. McGowan Co., Cincinnati, reasoned—then he decided to investigate for himself.

He had his salesmen who visit the coal mines report on the man and his paper and the result:

# Out of 65 operations called on 51 were regularly receiving COAL AGE.

After learning this fact Mr. McGowan gave his entire coal field appropriation to COAL AGE—the paper which he found reached 78% of the men to whom he must look for pump orders.

Do you sell to the coal field? If so, let us show you what COAL AGE can do for you. Address

# COAL AGE

505 Pearl Street

New York

#### HILL ENGINEERING WEEKLIES:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. CirEngineering News (1874)

The Standard Paper of Engineering and Contracting. Circulation 21,500. American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,250. Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,250 There are in Philadelphia about 50,000 families whose incomes become taxable under the new Income Tax laws

These families represent the real buying power of the city—the people who know what they want and are able to buy it.

The Public Ledger has, since 1836, gone into the homes of this class of Philadelphians, each morning.

# PUBLIC LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

Two cents-the price of a good newspaper

The ten leading manufacturing industries of Philadelphia do a business of a million dollars a day

of a cake of soap for each ticket sent in to us.

"Preliminary work on dealers won their interest in this plan, for in it they could see certain sales. They were not asked to distribute our goods free. They obtained a double profit on each transaction—a profit on the sale of the cake of soap, and a free gift of the full price of the sample cake.

"This plan gave us two appeals to use on the housewife; first, the appeal of the free gift of silverware, and second, our regular appeal on the quality, utility and value of the soap. Direct returns came in immediately from each district in which the plan was operated. Regular repeat orders followed as a natural result, because once started on the proposition, housewives felt no inclination to discontinue using the soap regularly, as to do so would render valueless the premium coupons they already possessed. Apart from this they needed soap, anyhow, and naturally favored the brand that offered them a valuable gift in return for regular use.

Sampling methods of all kinds fall naturally into five main divisions:

1. By mail.

2. Through stores.
3. House-to-house.

4. Through professional men.

5. Special "stunts."

On account of the large number of free-sample offers contained in the average publication, it is becoming increasingly difficult to pull requests for samples through the mail.

### A RALSTON PLAN

A typical example of the way a "twist" is put into a sampling campaign, operated through press advertising, is the case of Ralston Wheat Food. The purpose of the magazine campaign this concern operated during October, November and December, was to induce prospects to sample and use regularly its wheat food. Prospects were not asked to send for a sample of the food, however. Instead, they were approached on their "blind" side—they were invited to enter their children in a

"development contest" and participate in \$500 worth of prizes.

The bait in the offer designed to pull inquiries read: "Mothers! Ask us for this development chart that shows height, weight and measurements of the average boy and the average girl from 1 to 14 years of age. Contains many helpful suggestions about diet and the care of children, and has a tape-line attachment for accurately measuring them; also a place for recording the yearly weight and measurements of an entire family. Every mother should have one. Write for your free chart, and particulars of our \$500 prize development contest for children."

With each chart was sent an application blank for the development contest. Directions read: "Just measure the height of your boys and girls and weigh them on your grocer's scales. Then fill out the entry blank attached hereto, and get your grocer to sign it. Mail the entry blank to us promptly, with the top of a Ralston Wheat Food package for every boy and girl entered. When you enter the children, let them eat all the Ralston Wheat Food they want, and watch them grow."

The contest started December 31, 1913, and will be completed on March 31, 1914. On March 31 each boy or girl entered in the contest must be weighed and measured by the same grocer who entered them. A "result blank" is then to be filled out, showing present development of the entrant, signed by both parent and grocer, and mailed to the company. Prizes will be awarded to the 225 children making the best record of development, as follows: First, \$100; second, \$50; third, \$25; fourth, \$15; fifth, \$10; twenty \$5 prizes, and two hundred \$1 prizes.

The development contest is, of course, simply a clever means of getting people to sample Ralston, and pay for the privilege of doing so. And not only this but it is skilfully designed to make them become regular purchasers for at least three months. Experience in the breakfast-food business shows that if a person can be

induced to eat a certain food regularly for two or three months, he will become a regular user.

Colgate & Company also operate a cleverly disguised plan for sampling their Nursery Talc. The appeal is to mother love—every mother admires artistic pictures of "cute" children. The advertisement shows a picture of four pretty babies, in different positions, playing with a can of talc, and reads, in part: "Colgate Baby Buntings, 13 inches high, are beautiful decorations for the nursery wall. Children love them. You may get them, and a trial of the real Nursery Talc—Colgate's—for 30 cents in stamps."

### COMBINATION METHOD OF JOHNSON & JOHNSON

A combined method of sampling and testimonial-getting is operated by Johnson & Johnson. In each carton of their shaving soap is a postal card, addressed to the firm, the back of which reads:
"This card is enclosed in every package of Johnson's Shaving Cream Soap, so that the pleased purchaser may have an opportunity to have us send a trial tube free to any friend to whom he wishes to recommend it. Fullsize tubes, containing 150 or more shaves, can be bought from any druggist, or if not, a remittance to us will bring one postpaid." Follows a blank that calls for the name and address of the person to whom the sample is to be sent, also the name and address of the person who supplies the name. Then comes a blank headed, "And what do you think of Johnson's Shaving Soap?"

The card is enclosed with each sample sent out. Thus at one stroke Johnson's obtain names of prospects without spending a single cent in advertising for them; a testimonial of their product, and what is practically a personal letter of recommendation from one friend to another.

Splendid opportunities exist for sampling through retail stores when the co-operation of dealers can be won. A plan typical of that used by many concerns is operated by the Shredded

Wheat Company. The dealer is impressed with the power of the sample as a trade-bringer. Then he is told that in consideration of his placing an order for a certain amount, he will be given a supply of special samples, each carton containing three full-sized biscuits, which he can present to his customers with his compliments. Distribution of samples is effected by placing one of the samples in each delivery of groceries for, say, a week.

This method has a triple action. It is a lever to induce the dealer to place a worth-while order; the dealer's customers appreciate his sending them the samples, as they are large enough to represent actual cash value and the Shredded Wheat Company gets its samples right into homes at no

cost to itself.

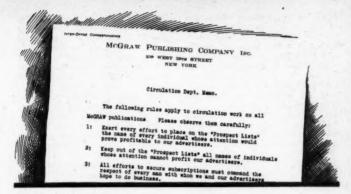
### SAMPLING THROUGH DEMONSTRA-TION BOOTHS

Sampling through stores by means of demonstration booths is a method widely used. A girl demonstrator is given charge of an attractive booth, and flags the attention of customers of the store. She gives a short, snappy talk on the merits of her product, and presents each person with a small sample. Crystal Domino Sugar samples take the form of a box representing a domino, which contains two pieces of sugar. Gold Medal Flour samples are small sacks of flour, each containing about a teacupful of flour.

Other concerns dispense with a demonstration booth, and leave it to the store to distribute the samples. One way in which this is done is to place a supply of samples on each counter, together with a placard inviting people to take one. The clerks are instructed to give one sample to each customer. This method is widely used with proprietary articles in

drug stores.

Another method is where stores hold "sampling weeks." A drug store in Chicago uses this plan as a feature in its advertisements. Every month or so it gets together a supply of samples



# McGraw Circulation

'Mid the clash of circulation claims—with an overabundance of underpowered proofs—consider, here in privacy, the real way to judge the buying power of circulation. Forget, for a time, the talk of quantity circulation. Forget, too, the overworked generalities about quality.

Study, rather, the sales appeals used to secure circulation. Learn to whom the appeal is made. Finally, in the light of your conclusions, weigh the circulation of

# The McGraw Publications

The McGraw Organization publishes four great papers—each the authority and the supreme advertising medium in its field. McGraw Publications have always dominated their fields, because they are of the greatest value to the men who exert the greatest influence.

The publications themselves attract subscribers worth

advertising to.

McGraw circulation methods retain the respect of the biggest buyers and do not strive to add thousands of names to a subscription list without regard to their value to advertisers.

The advertising growth of the McGraw Publications shows that McGraw methods are sound.

### McGraw Publishing Co., Inc. 239 West Thirty-ninth Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering

from various manufacturers, and advertises a "sampling week." One of each of the samples is placed in a neat basket or carton and presented to each customer.

In putting a new biscuit on the market the Loose-Wiles Biscuit Company recently wrote to grocers and induced them to supply a list of their customers. To each name on the list was sent a substantial sample, together with a letter stating that the recipient's name had been supplied through the courtesy of Mr. Blank, her grocer, of whom regular supplies could be purchased.

### "STUNTS" OF CREW MANAGERS

House-to-house sampling always has to contend with the difficulty of getting the back door open. For few are the concerns that do not strictly instruct their distributors that samples are not to be dumped on doorsteps, but are to be given to housewives in

person.

This edict has resulted in the development of many clever "stunts" by crew managers. Each man has his own pet method. One man trains his men to knock on the door or ring the bell in a certain way. He claims that housewives get to know the knocks and rings of tradesmen and refuse to answer the door to anyone who sounds like a stranger. In going into a new district, the first step this crew manager takes is to shadow the delivery boys of local tradesmen and find out how they get back Usually, he says, doors open. it is by means of a short, sharp walk up the stairs, and a businesslike summons on the door or

Getting the door open is one thing—keeping it open is another. Some men get around the difficulty by putting a foot in the door in true book-agent style. This method is effective, but it is likely to antagonize the prospect. It's much better to so handle matters that she wants to keep the

door open.

A branch manager of a well-known toilet-goods concern got around this difficulty by having each crew manager work with the distributors, instead of simply bossing them. A crew manager as a rule has a better appearance than a distributor, and can thus get and hold the attention of housewives where his men might

fail.

The crew manager would take with him one man for each door at a flat entrance, for example. The men would be told to wait at the foot of the stairs. the crew manager would knock at the first door, and explain to the housewife that he was a distributing manager for suchand-such a company. Emphasis would be placed on the title of manager, as a means of commanding the respect of the housewives. He would give a short talk on the main points of his proposi-tion and close with, "One of my assistants is now coming up the stairs and will take pleasure in presenting you with a free sample." He would then repeat this procedure at the next door, and so on. The men at the foot of the stairs were instructed to keep tab on his movements and to go forward one at a time as he moved from door to door.

The Campbell Soup Company operates back-door and front-door sampling campaigns by means of Thermos bottles, which enable it to give to each housewife a small cupful of piping hot soup made strictly according to direct

tions.

### GETTING THE PROFESSIONAL EN-DORSEMENT

The success of many commodities depends to a large extent upon the manufacturers obtaining professional endorsement. A typical example of this is the case of a certain tooth-paste. In addition to operating an extensive press campaign, the manufacturers work directly on dentists and physicians through salesmen and saleswomen. Many concerns employ graduate physicians or dentists for work of this nature.

The procedure is generally to call upon professional men and explain the merits of the product from the professional standpoint. Samples are left for the doctor's or dentist's personal use. A week or so later the salesman returns and finds out just how it pleased the practitioner. If he is not thoroughly sold on the merits of the product, he is drawn out regarding his objections, and these objections are overcome. When he admits that it is a good thing, he is asked to recommend it to his patients, and give out samples as occasion arises. For this purpose a case of samples is shipped to him.

Other products are so constituted that while professional endorsement is not absolutely necessary, yet it helps. An instance of this is Armour's grape juice. As this product is said not to contain added cane sugar, one argument is that it can be drunk by

diabetics.

Armour's work on professional men is known as "detailing." A strong salesman or saleswoman, versed in medical lore, calls on doctors and talks up the merits of the grape juice in general, and as related to diabetes in particular. Convincing data along medical lines is submitted. Physicians are asked to recommend the grape juice to their diabetic patients, and samples are shipped for this purpose.

Hospitals also are worked upon on much the same lines as physicians. The person to see in a hospital varies with each institution. In some cases it will be the superintendent; in others, the buyer, head nurse, or dietitian. Food value is talked first; utility in diabetes, second, and then price.

NEW METHODS THAT PAID

Practically every firm that samples regularly finds occasion to put over a special "stunt" that

is off the beaten path.

A manufacturer of a line of toilet articles scored a hit with a new perfume by arranging with theatres to tie a sample bottle to each programme given out during a certain week. A printed slip wrapped around the bottle listed the names and addresses of down-

# The George L. Dyer Company 4.2 Broadway New York



Newspaper Magazine Street Car and Billboard Advertising Business Literature Publicity and Merchandising Counsel

town stores that carried the line. The same idea was used with restaurants. Waiters were in-structed to give each guest a sample bottle at the time they took the order. Hotels, too, were induced to place a sample bottle of the perfume in each room.

Another toilet-goods keeps tab on college reunions, and mails to each participant a neat carton containing a sample of talcum powder and shaving soap

When W. K. Kellogg placed his wheat biscuit on the market he had a sample biscuit, wrapped in waxed paper, placed in each package of his corn flakes. This simple method proved a means of building up a considerable demand for the new biscuit.

Church fairs offer an excellent medium for sampling. firms are extensive users of this method. In placing a new drinking chocolate on the market, one company used church fairs extensively. An attractive booth was fitted up and placed in charge of a live saleswoman with several One advantage of assistants. church fairs is that one need feel no compunction about forcing goods on people. That is what they go there for-to be separated from their money. The chocolate firm in question made a combination offer-"buy a box of our eating chocolate and we will give you free a full-sized package of our drinking chocolate." A commission on all sales was paid into the church fund.

### Trade Press Committee for Toronto Convention

Toronto Convention

A committee has been appointed by the Federation of Trade Press Associations to co-operate with the A. A. C. of A., in order to insure proper representation for the trade and technical press at the Toronto convention.

The committee is as follows: Mason Britton, American Machinist; W. H. Ukers, Tea and Coffee Trade Journal; John Clyde Oswald, American Printer; A. E. Clifford, McGraw Publishing Company; A. J. Pearson. Dry Goods Economist; R. H. McCready, Knit Goods; Evan Johnson, Office Appliances; L. B. Sherman, Signal Engineer; J. W. Holman, Mining World; Flint Garrison, Drygoodsman; E. B. Terhune, Boot and Shoe Recorder.

### Building Up "Live" Lists of Names

Swift & Company Keep Tab on Buyers and Get Them Out to "Yards"-Birth Notices Offer Fertile Market for Eskay's Food-How Others Make Press Clippings Sell Goods

By Cameron McPherson

A LOCALLY prominent mer-chant once found it necessary to make a trip to Chicago to pick up a few lines of merchandise. He struck town late at night and put up at a well-known hotel. Next day he spent getting acquainted with the big city, and found among other things that he wasn't quite as important as he thought he was. By noon he was convinced that Chicago was a soulless city, put out because no one had made any fuss over him in spite of the \$5,000 worth of goods which he would buy.

Along about 3 o'clock he strolled over to the desk to get his mail. There was a check from the store, a letter from his wife and a formal looking envelope that had all the appearances of a wedding invitation. It bore the Chicago postmark. He wondered whom it could be from. He didn't know any one who was getting married in Chicago, but with hazy mental pictures of a present, decided to find out. So he opened it. Here was what was engraved on the

enclosure it contained:

While in Chicago you are cordially invited to visit the plant of SWIFT & COMPANY where you will be afforded an opportunity to observe the various operations in the

Dressing of Beef, Pork and Mutton the preparation of Cured Meats and the Manufacture of Butterine,

Soap and other products.
We trust you may find time to accept
this invitation and assure you of a
sincere and hearty welcome.

"Well, how in thunder they know I was in town?" he wondered when he read this invitation. Having nothing particular to do he thought it might be a good idea to go out and see how it was done-most everybody goes to the yards when he comes

# Working for the client

Among all the comments which we have ever heard about our own agency, from whatever source, it has never been intimated that we were otherwise than serving the client first, last and all the time.

This means a lot more than mere technical honesty. It means no swapping of favors, no incurring of delicate obligations, no chasing for popularity, even among people who might advance our own interests.

We hold no exclusive patent on Sincerity, but we trust it is within the bounds of good breeding to point out that it was adopted as the guiding principle of this agency long before it was fashionable or even financially expedient.

Even nowadays ideals differ.

F. Wallis Armstrong Company Philadelphia



"Unlike any other paper"

Almost every advertising man knows the story of the tool manufacturer who broke his exclusive jobbing connections and had to create his own market all over again. This man wrote us the other day that:

"Yesterday we received a request for catalog and prices from Jerusalem from a subscriber to the Farm Journal."

Whether or not you seek export trade you certainly want to be very sure that your home market is always well cultivated.

# The Farm Journal

can do its share and do it well, as the records of agencies and advertisers will show.

February and March went to press very much oversold; April comes next. Telegraphic reservations are often helpful to those who seek the reward that greets early orders.

> Wilmer Atkinson Co. Washington Square Philadelphia, Pennsylvania

to Chicago, anyway, so he started out for the "yards." He found Swift's general offices and to the man at the desk presented the invitation. Having had an uncountable number of similar experiences, that individual soon had the merchant in tow of one of the salesmen of the soap department, and together they saw the "yards," from pickling cellar to killing floor. Before the visitor returned home he had left a goodly-sized order for Swift's soap.

This is merely one illustration of how an advertiser turned current events into orders. Swift & Company clipped these buyers' names from the newspapers, who in turn got them from the hotel register. The whole thing cost but little and it did not take many sales to more than repay

them for the trouble.

This idea of watching the papers for arrival of buyers, bank-ruptcy notices, building permits and the like seems to be rapidly gaining favor as a means of obtaining a mailing list. There are many press clipping bureaus whose greatest revenue is derived from this source, and it is interesting to observe the different ways in which advertisers use these names and how they get the business for them.

### A HIGH-CHAIR MAKER'S PLAN

Somewhere out in Iowa there is a Scotchman by the name of McGregor. He makes "something different" in the line of high chairs for babies. He sells these chairs through dealers along with other chairs which have no specific talking points. Now this Scotchman's business depends a good deal on the birth rate, and so it is to his interest and his dealers' interest to keep in close touch with such events. Here is a proposition he has just made to his dealers.

"You clip your local papers for all the birth notices you find, then have your office girl call these people up, congratulate them and incidentally inquire if they have a high chair. Those who have not, send their names to me and I will write a little scented note to the baby about my chair. Then

I will write each of the mothers a nice long letter and on the inside page will show them just what my chair looks like. These letters will be filled-in and envelopes stamped and addressed and sent to you to sign with your own name. My name will not appear any place in the letter or on the letterhead and only where direct reference to the name of the chair is made in the letter proper."

And although he did not say he intended later to make this advertising self-supporting by raising the price on his chairs to them, dealers were only too glad to take advantage of the plan. They liked the idea of signing the letters themselves and they liked the thought of having the manufacturer pay for all this advertising.

#### ANOTHER PLAN THAT WORKS

The plan of writing new mothers by those who have something to sell them is an old one, but evidently capable of wide adaptation. One advertiser who has worked it down to a system is the Smith, Kline & French Company, maker of Eskay's Food, Philadelphia, Pa.

After a good deal of experimenting it has found that one letter going under a one-cent stamp to the mother is sufficient. Enclosed is a card which will bring a sample of the food. This concern has also found that a plain four-page linen letterhead with the simple wording "Eskay's Food" embossed in blue is more effective than highly-illustrated, highly-scented or "ultra-fashionable" letterheads, with which it has experimented.

The names of these new mothers are secured by the Eskay's Food people from various sources. Regular press clipping bureaus, that subscribe to and clip papers publishing birth lists, provide one way. The difficulty with press clipping bureaus seems to be to find one which will give a complete service. For this reason G. H. Benkhardt, advertising manager for the Smith, Kline & French Company, says he often finds it wise to take on clip-

ping bureaus that specialize on one locality and in this way completely

cover the country.

Another favorite method of Mr. Benkhardt's for getting the announcement of these births is direct from the boards of health or bureaus of vital statistics, where births must be registered. .In this connection, Mr. Benkhardt remarks: "In some parts of the country the supplying of these names is one of the perquisites of the office. We retain scores of clerks, who send us a list of births each month covering registrations in their office. are, however, some cities, such as New York, Philadelphia and Pittsburg, where these names are not given out either for publication or for advertising purposes.'

#### COST OF NAMES

While these methods of obtaining news of events of this nature are not exactly cheap, it gives the advertiser an opportunity to concentrate upon a desired class which could not be reached through any other advertising channel without considerable waste.

Speaking of the cost of getting such names, Mr. Benkhardt recently summed it up for PRINTERS'

INK as follows:

"The service secured from press clipping bureaus is by far the cheapest, but for our purpose we find quite a serious waste in such names, owing to the large foreign population who are not prospects for our food. However, in cases where a limited number of names is wanted these press clipping bureaus are very convenient and economical. A press clipping bureau charges from \$2.50 to \$7.50 a thousand names, according to the bureau and the kind of names furnished.

"Getting names direct from the health bureau is more expensive, but we find such names more dependable. Our arrangement with the clerks in these offices is to pay them from one to one and a half cents per name. For this fee they are to look over the names and eliminate those which appear to

be foreigners.

"We also subscribe to such city papers as publish lists of this kind. The St. Louis Post-Dispatch, for instance, gives us about 15,000 good names a year at a cost of about twenty cents a thousand."

Still another plan of obtaining names which costs practically nothing, is that followed by the high-chair manufacturer who furnishes his dealers with Government postal cards which they make good use of. Naturally such names are the best kind of prospects, as the dealer is in a position to know or find out whether the new mother is interested before sending in the name.

### HOW OTHERS USE NEWSPAPER CLIP-PINGS

The popularity of this plan of using press clippings to develop business is due to the opportunity it affords of approaching a person at the moment when he or she is open for suggestion. New York life insurance solicitor has built up a tidy business just through watching the papers for changes or promotions among business men in town. When he gets a clipping telling of the promotion of a bank official, for instance, he knows that everyone on the bank's staff will very probably go a step up, and therefore becomes a good life insurance prospect. Yawman & Erbe salesmen use clippings of removals, fires and similar items in their territory as leads for selling new office equipment. In the same way a Chicago glue manufacturer finds in clippings of new incorporations and plant extensions an opportunity for many sales, and the wellknown department store in the same city which keeps tab on weddings so as to get in touch with brides interested in house furnishings, is too well known to require comment.

As a field for intensive dealer co-operation lists of this character possess rare possibilities, and for those who sell direct they afford the material for a concentrated mailing list. From such a list the right kind of effort cannot help but produce business.

# Initial Circulation of The Criterion of Fashion

THE net paid sale of the second issue of the Criterion of Fashion was 265,000. Of this, 107,004 copies were sold over the pattern counters of dry goods and department stores throughout the country. 105,373 copies were sold by the Curtis circulation organization and by newsdealers. The remainder was sold through Canadian, foreign, subscription and other channels.

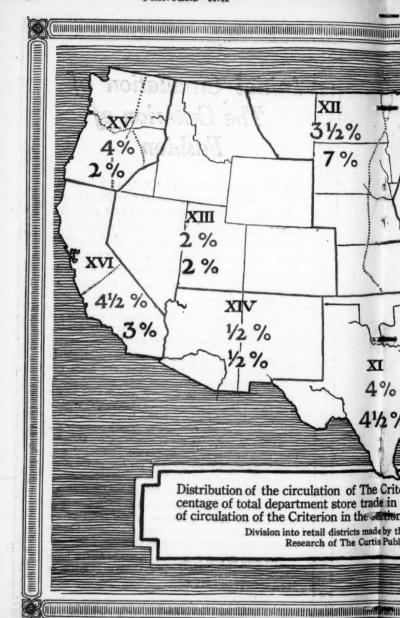
On the map and in the table following we show the distribution of this circulation by sections of the country, divided according to their retail characteristics.

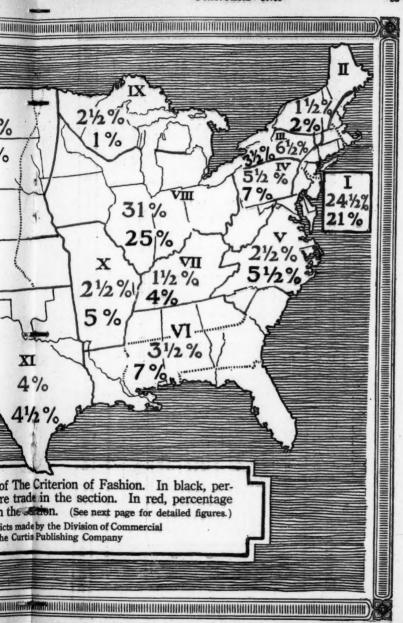
Inasmuch as many of the commodities advertisable in the Criterion are sold largely through dry goods and department stores, it has seemed more enlightening to show the distribution in this way rather than by the usual census divisions, although we shall be glad to show distribution by states upon request. It will be noted that the circulation of the Criterion is following closely the lines of retail trade. In the Middle West, for example, (Sec. VIII) we find 25 per cent of the department store trade of the country, and about 31 per cent of the circulation of the Criterion; in the Metropolitan section, 21 per cent of the trade and 24½ per cent of the circulation.

These sections have been determined, according to their peculiar retail conditions, as the result of the extensive study of department stores made by Mr. Charles Coolidge Parlin, of our Division of Commercial Research.

We shall be glad to supply to inquirers further information about circulation, either as above or by states, or about these retail sections.

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BEFORE THE BEAUTIFIED OF A CONTROL OF A

# Circulation of The Criterion of Fashion

Shown in its relation to the distribution of department store trade, the country being divided (See map within.) into sections according to their retail characteristics.

	maker	#F#	-
Circulation in the section	1+1+++1+++11 2202882 824824	100	
Per cent bt Total U.S. Trade	#48 + 2 + 2 + 4 + 4 + 4 + 4 + 4 + 4 + 4 + 4	100	
Volume of Department Store Trads	\$449 882,05 41,882,05 41,882,00 84,886,20 83,782,20 83,782,20 84,266,86 84,866,86 84,866,86 84,880,80 84,880,80 84,880,80 84,880,80 84,880,80 84,880,80 84,880,80 84,880,80 85,837,986	\$2,094,585,500	
Circulation	51537 3470 13470 1385 11285 1709 7709 7709 884 7708 887 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 7708 884 884 884 884 884 884 884 884 884 8	212,377	265,622
NAME OF SECTION	Metropolitan   Prelideing New York, Northern New England and Northern New England and Northern N. V. Western New York, and Northern N. V. Western Pennsylvania and West Virginia Vorterna Pennsylvania and West Virginia Vorterna Pennsylvania and West Virginia Northern Wasconsin and Michigan Missouria and Michigan Missouria and Michigan Mountain States, Mountain States, Mountain States, Mahington and New Metico Washington and Oregon	Totals Plus Canadian, Foreign, Subscriptions and other sales	
No. of Section	- ===:>>====×××====	-	

INTERNATIONALIAN I

NOTE—lassmuch as the geographical divisions are somewhat roughly defined, not always following state boundary lines, it has been necessary in some case to make approximations. For example, while the total circulation in New York State is known to its 75 the state for a factory of this fell strictly in the metropolitan district, which in the central and which in the northern. In every cas, however, the probable variations would be slight, and in cross checked are exact.

Only pattern store, Curtis sales and mwadesler circulation in the United States are included in these figures, the subscription Canadha, foreign and other sales being shown in bulk at the end. The percentages are figured upon the basis of a saley.

The Curtis Publishing Co.

#### Advertising Churches Co-operatively

How Display in Newspapers Has Expanded Within a Year and a Half—Details of a Workable Plan as Outlined by a Newspaper Man—Method for Placing Interest Element into Copy

By Frank D. Webb

Adv. Mgr., the Baltimore News

C HURCH advertising in daily
newspapers is not new.

Just how far back and where the
first daily newspaper church advertisement appeared would be
difficult to say, but the past year
and a half have seen a most conspicuous development in the type
of church advertising in all media,
particularly in the newspapers.

Beginning for the most part through small classified individual church announcements of Sunday services in Saturday afternoon and Sunday morning papers, this most recent development has taken

the form of solid half-page display advertisements, paid for in behalf of the churches. These appear usually on top small of the individual announcements and strike out boldly in behalf of all churches. not simply to inprovide formation to people looking through the church notices for a place to go, but to flag people who are not looking for any church information whatever - to attract their attention, in other words, arouse their interest in a subject which they

have heretofore largely neglected. Much as has been done, however, the movement has apparently hardly even yet started and also it is doubtful if it has yet arrived at the form in which it will probably do its most effective work.

Working in New York a few weeks last winter, the writer gave the subject a great deal of thought and study, due to the present largely undeveloped situation in the church advertising field among New York newspapers. Since one solicitation put forward at that time to a man of worldwide prominence, deeply inter-ested in the welfare of the church, as well as all other forces for human betterment, and amply able to support any movement of this sort financially, interested him apparently, and since this solicitation carried with it a clean-cut working plan for the practical development of this situation and suggests some ideas as to its possibilities, it may not be amiss to embody it in this article:





## The Memphis Commercial Appeal

"The South's Greatest Newspaper"

95% of the newspaper readers of Memphis read the COMMER-CIAL APPEAL, and 95% of its city circulation is carrier delivered right into the homes.



In other words, nineteen of every twenty Memphis newspaper reading people are regular daily home readers of the publication. Much of it isn't duplicated.

When the advertiser and manufacturer solves his publicity prob-lem in any city so that he is able to regularly, effectively and economically reach and cover 95% of the homes in that city he thinks he has accomplished wonders.

Here's a great and prosperous city, in a section of great development along trade, agriculture, and other lines where the method

is easy.

"To cover Memphis and Memphis Territory use the Commer-cial Appeal. Its readers believe in it. It is a remarkable newspaper from every standpoint. It moves the goods. Its use assures the local retailer. Its advertising rates are reasonable."

These are the exact words of one of the keenest advertisers in the United States to a friend, a

few days ago.

We second the motion. THE COMMERCIAL APPEAL, MEMPHIS, TENN.

THE JOHN BUDD COMPANY Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

"Upon my return from Baltimore your very courteous letter of April 18th has been given to

me.

"In compliance with your suggestion, I'll give you the outline of what I wanted to see you about, in this letter, upon reading which you can arrange to let me call at whatever time will suit you, provided the subject interests you.

want to present for your consideration a plan for advertising the church here in New York City—a plan calculated to fill once more the empty pews-a plan to make the Christian church of New York an infinitely more powerful factor, not only in this city's life, but in the national life, even in the life of the world.

"In Baltimore, a number of people, but especially a comparatively young man whom you no doubt know, although I do not feel that I have the liberty to quote his name, and who is intensely interested, as I have been given to understand you are, in the welfare and increased influence of the church, are at the present time paying for a campaign of half-page advertisements which appear in the Baltimore News, every Saturday.

"The one man to whom I have particular reference here is not known publicly ir. this religious advertising at all. The line at the bottom of each appeal, as you will note from the ones enclosed, simply states that this advertisement is inserted and paid for in

behalf of the churches.

"But the churches' message to the men and women not interested and not thinking about the church is in that advertisement every week in a way that no one can help seeing and in a way which is already attracting national attention.

#### HOW MOVEMENT ORIGINATED

"This church advertising is a movement growing out of and beyond the Men and Religion movement to advertise the church, to put the church on a business basis, to attract attention to the church in the hurly-burly of modern life, in order that the church itself may do as much good as widely and among as many people as

possible.

"I want to suggest that you take up the same thing in New York City with a full page, or perhaps even better, a double page of space in the

every Saturday morning, and I'll show you, I think, how this one thing can be made a tremendous influence for good not only in New York but throughout the entire

"In the first place if you will

world.

take the proposition up and, acting with you, and, of course, utilizing all the ideas which you yourself have on the subject, the writer will be very glad indeed to prepare this advertising. The will devote at least one more full page each Saturday to advance news of the

churches for the succeeding day, which will occupy the page opposite or the page following your advertising, should that run in

two pages.
"We will then solicit actively every church in New York City in the effort to get as many of them as possible to run their own small advertising announcements in connection with our strong featuring of church news and your full page or double-page

advertising.

"We carry about a column of these notices each Saturday now, but under our combined stimulus, these should go up to half a page or a page. If they go to half a page, to all intents and purposes we would have to fill the rest of the page with more news of the churches, since feature de-partments of this type for proportion or balance usually demand about as much news as advertising.

"And in the same way, should these notices develop to a full page, a full page of news would almost certainly go with them, making very probably four, if not five or six full pages of church news and advertising concentrated upon this community every

Saturday morning.
"Think how enormously amusement enterprises have been built

It has been our experience that a man must be proud of his business and its methods before he feels any incentive to put his letters on such paper as

So that you may know Old Hampshire Bond, we will gladly send sample sheets showing examples of modern letter headings.

#### HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively

up by co-operation of news and advertising. Then think how fundamentally far deeper the appeal of the church is to every human being, how much more the instrument which unintentionally has done the most to draw attention away from the church, can do, once it is intelligently utilized to draw people to the church.

"On our part, we will do this:
"We ourselves will secure posting and display of your advertisement each week in every church
in New York City which will put
it up on its bulletin board or entrance. Figured into the cost of
this campaign, we will have a
copy of every Saturday's issue
containing this page or double
page weekly appeal of the church
distributed to at least 10,000 newly
arrived guests in every big New
York hotel.

"The influence of your advertising upon guests from every section of the world alone in this great city, with its peculiarly attractive temptations to strangers, with anything but a churchly influence beckoning to them from every hand in all the tongues of beguiling allurement, but with Christian faith and brotherly love and helpfulness, now strangely silent, ought to be pricelessly

above estimate.

"We will also gladly mail at least 1,000 marked copies of every Saturday's \_\_\_\_\_\_ across the world to newspapers, churches, thinkers, clergymen, leaders of thought or whoever you please. And we will reprint these two or four or more church pages as the case may be, in any further quantity you may care to use for the flat cost of the paper so utilized.

"The ramifications to which you can put the idea stagger imagination, and the good that can come out of it, greater than that which has come from the teachings of any living man almost since the beginning of Christianity itself, because no man since the opportunity of talking all at once to the entire world has been open to us, has had both the inspiration and the means for taking advantage of it for the good of mankind.

"You can do it-we can not.

We can only help. As editorial utterance the idea is not possible and would not attract enough attention. As a monster advertising campaign paid for in behalf of the church—it would attract world attention—it could be made to shape world thought and events. You could direct this weapon in your hands against every modern evil, the white slave traffic, war, disease, vice, graft, etc. The church would be speaking against these things.

#### ADVERTISING AND THE CHURCH MILITANT

"It would be the dawn of a new era, the church in the ranks, not passively but actively out in the open, leading real warfare against evil and wrong in the world.

"The idea gradually at first perhaps, but sooner or later, would be taken up everywhere. Like a ball of snow, it would roll larger and larger as it progressed. In every city the idea would be taken up from us. Yours would be the beginning of a great movement.

"As the thing now stands people to be influenced by the church must go to the church. By this idea the church goes out to people. It reaches people it will never otherwise reach. It reaches people the same way every successful business venture reaches them—and

"Can it fail?

"How many things with very little real merit behind them, are put over, simply because backed by good business methods and powerful advertising.

"Apply the same modern method and advertising power to the greatest force for human good which the world has ever known and let this force for the first time in history come fully into its

"At your convenience, I'll be very glad to show you more data on this subject and go into it as much further with you as you please."

To which the answer in part

was as follows:

"Your letter of April 28th, with its enclosures, was duly received and read with much interest. I



de

#### Premium Circulation

A premium in circulation, amounting to nearly as much as the total circulation of certain national publications, is being given to those advertisers who are taking advantage of this extra value by using COLLIER'S

P·F·COLLIER & SON, Inc.

1.6.3. Hammesfalm.

Manager Advertising Department

# Ask Us

Are you considering an advertising and sales campaign in New York City?

We have been instrumental in developing a number of strong campaigns and in doing so have accumulated a wealth of local knowledge, based on a thorough canvass of hundreds of representative stores among the thousands supplying household or personal needs to the six million New Yorkers.

We can tell you what the possibilities are for your product—what your competitors are doing—the attitude of the retailer to your proposition and much more of real information that should be helpful to you.

When we tell you this, you naturally tell us something. Whatever you tell us would be added to our knowledge. That knowledge will be at the disposal of any prospective advertiser, but never to the detriment of anyone who has given us their confidence.

This makes it necessary for us to be at times commercial diplomats as well as business promoters. Our own diplomacy usually takes the shape of a frank statement to inquirers that we can never tell them anything about a competitor's business that we have found in a confidential manner, but we will give full data or information that any advertiser could secure for himself by scientific investigation. That is at the service of every prospective customer.

We have been helpful in building many big businesses and the heads of many big institutions are kind enough and frank enough to endorse this statement. This is the service we can place at your disposal if you are seriously considering an aggressive, upbuilding campaign.

We will be glad to be at your service without expense for any kind of investigation on your part until our ability to help you is proven.

## The O.J. Gude Co.N.Y.

220 West 42nd Street, New York City

## When Your Advertisement

is in

# The Kansas City Star

it reaches everybody out there who can be reached by newspaper advertising have delayed making reply that I might give this subject further thought and talk with several peo-

ple about it.

"While the plan has apparently met with success in Baltimore, and might in other cities of about the same size or smaller, my feeling is that its chances of success would be far less in a great city like New York. Moreover, it would of necessity require more or less time and attention on the part of those backing it, as well as capital."

He went on to doubt the wisdom of undertaking it at that time.

In Baltimore and in fact in most of the other cities where display church advertising in newspapers has been undertaken, the plan at present in operation seems to be to interest one man or a small group of men to pay for the campaign inserted in behalf of the churches and in which no names of individual churches at all are mentioned. This general advertising without specific point of contact in itself with the public depends for effectiveness upon the pure convincingness of its logic. In other words, it is expected to get the attention for the most part of not particularly religious people and then without convincing them of the great interest or general worth-whileness of any particular church, service, or sermon, by sheer appeal to logic or latent church spirit, induce the people reading this copy to decide to select some particular church and then go to it.

#### LITTLE NOTICES GIVE POINT OF CONTACT

Of course, the church proposition is immeasurably stronger than similar, general-group appeals such as the merchant-tailor, druggist and dairy group advertising plans which appeared a few years ago and ran with vigor for a time, in that it is run in connection with the individual church classified notices. These definite specific little announcements give to a certain and very considerable extent the point of contact which the big blind half-pages would otherwise most certainly lack.

They unquestionably operate much like the items in a department store advertisement. The department store advertisement's introduction gives the general reason why the firm deserves business—service, policy and store talk generally—but following this are specific definite offerings at specific definite prices.

The people reading the general and introductory copy who are impressed find themselves in a favorable mood toward the advertising. They find also cheek by jowl with the arguments which produced this mental attitude, definite and immediate reasons why a trip to that store should be made at once, these items in themselves constituting the final word in bringing about this decision.

In church advertising, beyond question these announcements have saved the situation. They have also to a large extent given the necessary point to the display campaign. The more especially is this true since the church problem is at least easier than the merchant's proposition in that no sale is actually to be made—the entire fight centering simply in getting people to go to something which has no charge of any sort attached. No actual sale or the leading up to a sale with a cost in money attached need be made by this advertising at all.

Nevertheless it is hard to see why this situation can not be materially strengthened.

Instead of the present plan in behalf of churches generally the general features could be retained with possibly a specific appeal besides in each advertisement in behalf of one particular church. The churches thus favored could rotate so that each one in the course of a year would be featured an equal number of times.

A sharp criticism now leveled at church advertising by advertising men is that while in almost every other proposition it is possible to describe the article advertised in a way which will not overdo the subject, this is impossible in the church situation. Owing to the group character of the advertising it must give the

impression, if it produces results at all, that any church service or sermon is worth attending by the man or woman not particularly interested in the church at all.

In the situation as it exists, the goods are in many cases almost · certain not to live up to the

advertising.

It has been to help this situation as much as possible that much of our own church advertising in Baltimore has been directed.

If the department store item value of something specific can be injected into the copy and the drawing power of the department store's reduced prices be given, in the shape of a special sermon or service intended specifically for the strangers without the gate. the chances of success would seem to be immensely multiplied.

Incidentally, a church would not rise to, we might say, special sales heights every Sunday, could, at least, do so one or two or even four Sundays in a year. The objections too which might arise from regular church-going element in any church to every Sunday's service being designed to interest outsiders and non-church-goers, would not exist were this flavor only planned for one or most a very few occasions in the year.

The way such a programme would work on the non-churchgoer is not hard to figure out.

In Baltimore, the church advertising spirit has been developing

rapidly of late.

During the Baltimore A. A. C. of A. Convention, out of the twenty-eight churches which opened their pulpits to lay speakers, the Sunday before the formal opening of the convention, twenty-four advertised these services with display copy in our columns. On the Saturday before Christmas, five pages were necessary to carry the church news and advertising, the display advertising not only including the half-page general display, but display copy from Bible publishers, the Mary-land Tract Society, the Baltimore Choir Bureau, firms selling church goods, providing church entertainments, etc.

#### To Investigate Direct Mail- and House-Organ Advertising

The Association of National Advertising Managers is to make a thorough study of all phases and details of direct mail advertising and house-organs for the benefit of the 236 advertisers comprising its membership. The directors prising its membership. The directors at their last meeting recently decided to appoint a committee to be known as the "Committee on Direct Mail Advertising and House-Organs." The work will be commenced immediately and bulletins will be issued to members as frequently as possible compatible with the compilation of thorough information. No additional charge will be made to members for this service.

made to members for this service.

The committee will investigate and report upon existing methods of handling the numerous details connected with all kinds of advertising literature used in direct mail advertising, making recommendations and suggestions as to improvements it is possible to effect to insure the maximum of efficiency.

The subject of house-organs will be just as thoroughly delved into. The committee proposes to show how advertisers can obtain the greatest value from their house-organs. This work will not be alone confined to the details of the house-organ itself, but will also go into the house-organ itself, but will also go into the best methods of the handling of this work by the several men employed in the house organ sec-tion of the advertising managers' departments.

partments. Secretary Patman estimates that the members of the Association of National Advertising Managers expend six to ten million dollars annually on direct mail advertising, and three to five million dollars on house-organs alone.

#### Fairbanks-Morse Use Pages in Trade Journal

Fairbanks-Morse & Co., of New York,

Fairbanks-Morse & Co., of New York, makers of engines, pumps, generators, etc., have started a series of page advertisements which will appear from week to week in The Iron Age.

Inquiry at Fairbanks-Morse & Co.'s offices brought forth the statement that this is the first time the company has used page space in trade journals and that the plans for the campaign were still, in their infancy.

#### Newspaper Man Becomes Sales Manager

Charles W. Raidt, formerly in the advertising department of the Birmingham News, will take charge of the sales department of the East Birmingham Iron Roofing Company.

#### Rogers, Advertising Manager Charles Williams Stores

John L. Rogers, formerly a member of Montgomery Ward & Co.'s advertising department, is now advertising manager for the Charles Williams Stores, Brooklyn.

#### Copy That Fits the Sales Situation

A Suggestive Analysis of Recent Ads that Have Appeared in Technical Papers-Principles that Should Govern Writing Copy for Such Articles as Pulleys, Roofing Materials, and Equipment

#### By Herbert L. Towle

HE line of copy which will sell a technical product depends in large measure on whether the product is old or new, known

or unknown.

Assume that we are dealing with purely technical goods-carwheels, perhaps, or Portland cement, or carpet looms. If the possible buyer knows all about them he will file away his knowledge in the back of his head, and will pay scant heed to our eloquence until he is in the market for such a product. When he is, the name and address are enough for his purpose. It is that assumption-that the goods are known, and that nobody pays much attention to the advertising anyway-that has led to the pages of many trade journals being choked with the driest of "direcadvertisements-merely a cut of the machine, its name, and the signature. Of course, such pages are not read. Why should they be? And where such a condition exists, the advertiser with a real message, whose bread and butter depend on his reaching live

buyers, is obliged to buy preferred space or to resort to the mails in order to be sure of being seen at

But how often is it true that the goods advertised аге thoroughly known to all present and future users-including the rising generationthat it is a waste of time to try to tell about them? Suppose that there is no question even of using more space, but only

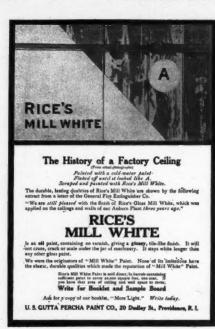
of making the space used more effective. Do you suppose your salesman merely waves his hand at your goods and stands tongue-tied while his prospect looks them over and decides to buy your com-petitor's product? And if not-if the salesman tells about features of merit in the article he sellswhy shouldn't your silent representative, the printed page, do the same? The reader may not think he is interested, but if your advertising really says something he will retain more or less of it, and when in time he enters the market you will know, instead of hoping, that he is familiar with your goods.

Let us take a few illustrations. Wood pulleys have had a great vogue of late years. Does that mean that no others are worth us-The American Pulley Coming? pany does not think so. Notice its advertisement of thin-spoked pressed steel pulleys, and remember that a wood pulley has spokes arranged with the flat sides parallel to the shaft instead of across The power wasted in pulley windage is really proportional to the cube of the speed, hence the "fan" argument is potent with

fast-running shafts.

Are you selling paint or roofing materials? Who except an artist cares for paint as paint? Who except a small boy with a stick cares for tar as tar? Don't waste your ink prating about paint and tar! But don't, on the other hand, fall into the graver error of dressing up your ad in trivial fripperies





THIS AVOIDS TRIVIALITIES AND TALKS STRAIGHT TO THE

that catch the eye without holding the mind. Get down to the vital issue-the durability of the walls and roofs they cover! That is the real point of the Rice's Mill White and Barrett Specification advertisements. Instead of tickling the languid interest of the office boy, they go straight to the owner of the business and talk to him "where he lives." The "No Maintenance Cost" headline (page 50) means as much to the mill-owner as "sterben keine"-"none diemeans to parents who, knowing the grim mortality statistics among bottle-fed babies, read the amazing results of German experiments in producing cows' milk wholly free from germs.

Be sure that if your goods have features with a legitimate appeal, you can tell about those features in your printed space, and tell it so as to command the interest and respect of your public. And if your goods lack such features, you have no business to advertise.

The technical advertisement that "talks turkey" is, to my mind, always more convincing than the one which makes claims or relies on design or indirect copy to create an atmosphere of quality. Yet there are some very fine examples of the latter. I have admired long the good taste and unusualness of the Electric Wagner Manufacturing Company's advertising, a sample of which is reproduced. The little boy and the electric motor, illuminated against the dark background, have been features of this advertising for several years.

Put this Wagner advertisement against that of the General Electric Company the graceful but vague

"patter" about quality against the terse statement that "by speeding up the G. E. motors used, the tonnage was considerably increased over that guaranteed—unloaded 5,208 tons of iron ore in one and one-half hours." Imagine yourself to be, not an ad man, but the man who pays the bills. Which ad would "get" you first and most strongly? It's a hard question, perhaps, and no doubt there's room for both styles.

A point to be remembered in advertising established goods in established fields is that competition in such fields is usually very keen, hence the assumption that readers are "not interested" involves a real economic waste as well as fallacious reasoning. Novelties are attractive and make good copy, as any newspaper man will tell you; but most goods are not novelties, but staples. And the reader who is looking for one is not looking for the other. Is it

# Why Today's Magazine Is Making Good

E do not want anyone to think that the unusual progress of TODAY'S MAGAZINE is due simply to the fact that our financial resources are practically unlimited.

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We do not want anyone to get the impression that our claim to recognition is based on the mere fact that we have an organization made up of men who have learned what to do and what not to do by being large contributing factors in notably successful publishing enterprises.

We desire to be judged solely on what TODAY'S MAGA-ZINE has done and is doing.

We want the support of discriminating advertisers who appreciate that we are setting a new standard in publishing a woman's trade paper—one she really needs and wants and which she subscribes for because she does want.

Today's

461 Fourth Avenue NEW YORK CITY We desire the advertising not only of advertisers who want quantity (TODAY'S MAGAZINE has 800,000 circulation plus) but the business of the progressive buyers of space who believe as we do, namely, that the methods of securing circulation—how large a part the element of reader interest plays—determine to a large extent the value of a publication to advertisers.

Many leading advertising men tell us that we are not only on the right track to make TO-DAY'S MAGAZINE an unprecedented success, but that our sound, wholesome and "above board methods" will have a big influence in raising the standard of publishing and advertising.

All that we ask of you, Mr. Advertiser, is that you watch TODAY'S MAGAZINE—not superficially, but to analyze our proposition thoroughly from the ground up and then judge us on nothing but our merits.

Frank W. nye

Advertising



WILL INTEREST THE MAN WHO SPENDS THE MONEY

good business, when you are selling frying-pans, to neglect the customer who comes looking for a frying-pan, merely because your fancy has been caught by a combination wardrobe and folding bed, and frying-pans look tame to you? For that matter, if you can't get interested in frying-pans, you are holding down the wrong job!

Now, let us leave the staple goods for another class—that for which, generically, there is a demand, but which is an improvement over other articles for the same purpose, and therefore (as a rule) is higher in price. If it is easier to advertise such an article it is also more dangerous, for the public will not buy till it is convinced that the higher price will be well spent. Such an article, if new, is feeling its way to a market, and the ultimate demand is probably not known. The distribution is probably imperfect, and

it is in large degree up to the advertising to produce bread-andbutter returns. The ad man with a staple may shirk his job and not be found out at first, but the man with a new product must make good or quit.

The logical treatment, of course, is to demonstrate the improved features as graphically as possible. If their benefit can be put into dollars and cents and compared with the cost, so much the better. If the reader is an expert, he can often supply his own figures if given the other data.

One or two samples will have to suffice. If the average trolley passenger were asked the reason for electrically welding the rail bonds, his most probable answer would be a blank stare, followed perhaps by a wild guess

that it was "easier than riveting." The real reason is that the bonds, being copper, expand and contract



GRACEFULLY DISPLAYED BUT PRATURELESS

at a different rate from the steel rails; consequently, moisture gets between the rail and the rivet or between the rivet and the bond, and one member of the combination is corroded exactly as in a battery. This results in serious increase of electrical resistance at the joints and recurring expense to re-rivet the bonds. When this is understood the headline of the Electric Railway Improvement Company's advertisement becomes the most



TERSE ECONOMY ARGUMENT

vivid that can be imagined. In fact, the advertiser is not selling electric welding apparatus so much as he is selling freedom from voltage drop and track repairs.

Similarly, the Peter Smith advertisement aims at selling "boosts" from trolley patrons, rather than simply heaters. It might have gone further and made a strong point of the overall economy of this system (a miniature hot-air furnace with a fan blower and ducts distributing the air under the car seats) as compared with the cost of electric



Is a unique weekly publication of national circulation, the growth and development of nearly a third of a century. The other day it issued its thirty-second annual detailed circulation statement showing an average issue for the year 1913 of 267,083 COPIES.

GRIT'S readers, nearly all live in towns and villages, a few in small cities, none in large cities. Over 13,000 towns have a GRIT carrier who delivers his route

each week.

Census figures show, and intelligent observation convinces one that the average family income is between \$600 and \$1,200 per year. But the census figures do not show that the city family of this class live by an almost hand to mouth method, while in the town and village such an income provides all the comforts of life and many of the luxuries—even automobiles.

The city man spends much of this income for rent, carfares, clothing, costly diversions. His flat is ready equipped.

The small towner, on the other hand, often in his own little home is a buyer of building material, plumbing, garden tools, stoves, ranges, kitchen cabinets, sewing machines, washers.

In the city it's bread from the baker, clothes ready made, wash to the laundry,

etc., etc.

In the small town where neighborhoods are closely linked a purchase by one family is known to many and an auxiliary demand is at once created.

There's a wonderful sales market

There's a wonderful sales market opening through Grit for proper goods. Ask us to prove it.

GRIT PUBLISHING CO., Williamsport, Pa.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago: Chemical
Bldg., St. Louis.

energy converted into heat. Two or three years ago this same heater was advertised with a very sad series of alleged comic cartoons.

Some British Sidelights on Advertising

For an advance notice of the Inter-national Advertising Exhibition, under

ertising Exhibition, under the auspices of The Advertising World, to be held in London from April 27 to May 2, the following is given as an answer to the question "Why international?"

"Advertising knows no geographical barriers. The goods of British manu-facturers are to be found advertised all over the world. One British manadvertises ufacturer over fifty languages, and over a score advertise in thirty or more languages. On the other hand, a large proportion of the advertising put out in country emanates firms of foreign a. To instance a this from origin.

origin. To instance a few only there are:

'Quaker Oats,' 'Sanatogen,' 'Scott's Emulsion,'
'Quaker Oats,' 'Sanatogen,' 'Scott's Emulsion,'
'Pens,' 'Gramaphones,' 'Kodaks,' 'Gillette Razors,' 'Nestle's Milk,' etc. Considerable though it has been in the past, this interchange of advertising between nations is only in its infancy. Hundreds of articles widely advertised in America or on the European Continent could be advertised with equal success in

be advertised with equal success in the British Isles and as many manufactured in this country could find a market abroad. One of the main objects of this exhibition is to further the interchange of adver-tising between British and

foreign advertisers. In answer to the ques-tion, "How will the ex-hibition be advertised?"

hibition be advertised?
the promoters of the enterprise have this to say:
"A proportion of the
amount charged for every
stand or space in the hall
will be allocated for the purpose of advertising

will be anotated to the purpose of advertising purpose of advertisions.

#### Take The Curse Of Corrosion Off Your Return Circuit



between the copper of the bond and the steel of the real. But loss of conductivity due to see

#### Electric Weld Rail Bonds

Electric Railway Improvement Co.

TO THOSE WHO KNOW THIS HEADLINE CARRIES A VIVID MEANING

No doubt the advertisers are entirely satisfied with the results of their change in copy.

The professional advertising man who is trained in the non-technical field is in some danger of letting



#### What They Say

A railway manager from Western Canada, wired us: "42 deg. below zero. Electric heaters failed absolutely. Forced Ventilation heaters entirely satisfactory. soon can you ship eight more? Wire answer."

If we can awake such enthusiasm there, why can't we make good on your road? We can and will if you say so

#### The Peter Smith Heater Co. 8 Isabella Street. DETROIT, MICH.

A SKILFUL "SELLING" OF THE IDEA BEHIND THE PRODUCT

"cleverness" in copy run away with him. The technical reader demands facts first of all, and, where psychology or layout stunts are resorted to, he is quick to detect a false note. For that reason it is dangerous to give the prepation of such copy to one who is not familiar by actual experience with the field and goods in question

#### Rich Joins Ellis

Percy R. Rich, formerly of the publicity department of the Boston Chamber of Commerce, has joined the staff of the A. W. Ellis Company, Boston.

#### Hearings on Postage Rate Increase

CONGRESSMAN John A. Moon, of Tennessee, chairman of the Committee on Post-offices and Post-roads of the House of Representatives, is authority for the statement that hearings will be held in Washington on Monday, February 9, on the subject of a proposed increase in the rates on second-class mail.

To the correspondent of Printers' Ink Representative Moon said: "Our committee plans to hold public hearings, beginning February 9, on the subject of a proposed increase in the second-class postage rates. It was at first our thought that probably a session of one day would suffice for these hearings, but I am now inclined to think that this will not be the case. It is our expectation that if more than one day is required to hear all those who desire to speak on the subject, arrangements will be

made to hold daily sessions beginning with that on the 9th inst. until the subject is disposed of. I do not feel at liberty to give out the names of those who have requested to be heard on the subject. Many of them are, of course, publishers.

"These hearings are held at this time because our committee plans to draft and introduce legislation on this subject at the present sesof Congress. However, there is no measure now pending and consequently this hearing will not be a hearing upon specific bills pending. The tentative proposi-tion before us is for an increase in the rate from one cent to two cents per pound, as recommended by the Hughes Commission, but I would not convey the impression that the minds of the members of the committee are made up on this subject. Of course it is understood that the provisions of the bill to be drafted will be dependent somewhat upon the facts which will be brought out at the hearings, which will start on the



There are other good agencies.

We are not in competition with those agencies for *their* accounts—only for "Open" accounts.

date I have named."

It is the incompetent, insincere and inefficient agencies and the accounts we discover and develop ourselves that furnish us with our business.

D'ARCY
ADVERTISING
COMPANY

ST. LOUIS

#### Ingenious Contests That Gingered Up Salesmen

How the Election of a President Was Employed—Football Contest Started During Height of Season -Pink Sporting Extras Issued-Certificates More Valuable than Cash

#### By Tim Thrift

Adv. Mgr., The American Multigraph Sales Company, Cleveland, O., and President, The Association of National Advertising Man-

SALES organization that A chose a President of the United States, before the voters at large had a chance to do so, had to be "going some." Yet that is just what the salesmen of The American Multigraph Sales Company did before the last Presidential election.

It all came about through a sales contest, in which the company took advantage of a timely event and turned it into increased

business.

This, and the instances to follow, show the possibilities in sales contest work of turning to good account current events, local conditions and personal appeals to

ginger up salesmen. In the Multigraph's house-organ, The Ginger Jar, issue of September 27, 1912, the following

announcement appeared:

"Let's beat the people to it and choose a President in a pre-eleccontest. Multigraph polls open October 1 and close October

"Here's the plan. We have three candidates for office, Taft, Wilson and Roosevelt. To ascertain which of these candidates our various division sales managers, branch sales managers and salesmen are for, we will ask you to fill out the coupon at the bottom of this page and return it to the advertising department as near the first of October as possible.

At the end of each week we will take the total dollars and cents business of all individuals and make it equivalent to 100 per cent. Then this 100 per cent will be apportioned among the three candidates and we will see which is the most popular.

"If you are a Roosevelt man everything you do for Teddy will be shown because your orders will be credited to T. R., and he will get that many votes on a per

cent basis.

"On every order obtained during October you are requested to put a notation saying to which candidate's credit the Voters don't should be placed. get a chance to vote until November 5, so the Multigraph organization will thus have an opportunity to cast a final ballot on October 31."

An enthusiastic response to this contest was certain, because the salesmen were interested in political affairs, and linking their work with a national event caught their fancy and attention.

The coupons recording their "man" came in promptly and they worked hard to elect him.

Early in the month Taft supporters kept him in the lead, but as the contest grew hotter Roosevelt came to the front backed by his enthusiasts.

Capital was made out of the attempted assassination of Teddy, and he was elected by a large majority. A new sales record for the entire company was established and forty-one managers and salesmen made their quotas or better.

The successful candidate was immediately advised of his election and came back with the following, which was much appreciated by the sales organization:

"I was very much interested in the poll that you took. I only wish that the same ratio had held throughout the country. Progressives achieved a magnificent victory, for they have established a permanent organization in every part of the Union, and they have established a party that will stand for honor, justice and fair play in every department of life.
"Faithfully yours,

"T. ROOSEVELT."

Following this contest, and still bearing men and events in mind,

# Smila<del>n Ma</del>gazine



BOSTON HARL PERRUARY 1, 1991

IN the January, 1914 issues the increase in advertising volume was 25%—as compared with January, 1913. IN the February, 1914, issues the increase in advertising volume was 17%—as compared with February, 1913.

# The February 15th issue is the largest in the history of the Magazine—by several hundred lines

Seventeen (17) important Sunday Newspapers circulate the ILLUSTRATED SUNDAY MAGAZINE, and such Authors and Artists as the following are featured regularly:

Rex Beach Sir Gilbert Parker F. Hopkinson Smith

George Randolph Chester
ker George Barr McCutcheon Jack
Smith James Montgomery Flagg
Harr
May Wilson Preston and Hamilton King

Gouverneur Morris Jack London Harrison Fisher

lane Beorg inc

Chicago

New York

Boston

a football contest was started, because football was in the public

eve at this time.

A schedule of games was arranged for each week in November, offices of practically equal strength being pitted against each

Scoring was provided for by making each hundred dollar's worth of business constitute a

The various teams were divided into two leagues, the "School of Experience League" and the "University of Hard Knocks League." The "play" was fast and furious

from the start, and interest was sustained throughout the month by means of pink "sporting ex-tras" of the house-organ, showing the standings and giving foot-

ball "dope."

The purpose of this contest was, of course, simply to inject more enthusiasm into the men. There was no announcement of winners, because each office had played a different office every week.

The result was a big November business and a fine start into December.

The first of the following year 1913-a series of contests were introduced to last for four months. These took advantage of the personal equation in business and were worked out by making the business of each month complimentary to a company official.

January was the president's month; February, the secretary's; March, the sales manager's, and

April, the treasurer's.

The prizes consisted of a series of certificates of sales efficiency. To every man who made his quota or better in each month a certificate was given, signed by the official in whose honor he was working.

The certificates were handsomely gotten up and bore a picture of the official and the seal

of the company.

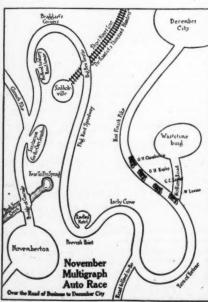
If all four certificates were won, a handsome silver cup, suitably inscribed and with the fac-

simile signatures of each official participating, was given as a grand prize.

The certificates were gone after eagerly, because the salesmen appreciated that they were somethat . money could not buy, and that each one of them was a permanent testimonial and recommendation of sales ability.

Moreover, reducing the contests to the personal equation, made each man want to show each official that he was "for" him. And, not strange to say, the treasurer was very popular.

Pictures and cartoons of each official were the run in house-organ during the month of their particular contest, together with ginger-up articles from them.



GRAPHIC CHART SHOWING SALESMEN'S PROGRESS AUTOMOBILE PRIZE CONTEST

The following record is interesting as showing what can be accomplished through a personal contest of this nature:

President's month—A new company record for January; a new New York office record; a new salesman's record for individual

Secretary's month—A splendid February record; all 'previous records for the London (England) office broken,

This is to Certify that
YIP.

at the office of
THE AMERICAN MULTICRAPH SALES CO
having made % of his Quota during
YCTIXIII known as
in the Sales Contests of this Campany is entitled to the Highest Com
emodation and this Certificate of Selling Efficiency
To which he in whose Honer this Contest is named
that therefore so his Imputure

SALESMEN HAVE A HIGH REGARD FOR CERTIFICATES OF THIS KIND, NOTE THE SALESMAN'S PICTURE IN THE LOWER CORNER

Sales manager's month—A new high record for the company; many offices establishing new records.

Treasurer's month—A gain of 31.5 per cent over the previous April; a new high record for foreign business.

And, bear in mind, all of this was accomplished with practically four pieces of paper to each winner. The certificates were framed by the successful contestants and are today prized more by the sales organization than anything that has ever been offered.

In these contests of the American Multigraph Sales Company, it has been found that merchandise or special prizes have a far greater appeal than money. The men want something that they can keep, identify, and point to with pride as actual evidence of their accomplishments. The experience of other organizations conducting sales contests is similar.

Perhaps the most interesting of all the contests that have been held was one that recently closed. It ran from September 1 to the end of December, 1913, and was known as the "Auto Contest."

A Ford touring car was the prize, open to all managers and salesmen.

Announcement of the contest was made in a special issue of The Ginger Jar, issued August 30.

In order to create an interest

in the affair a road race was arranged. The first lap of the race was run in September and was from the town of Fairstart to Octoberville; the second — October — from Octoberville to Novemberton; the third — November to Tom November City, and the last—December City to Hot Finish.

Each month a map was published showing the route of the race for that period. The illustration shows how these were

worked out. The miniature Ford cars traveled the route as the month progressed, having the names of the four leaders imprinted opposite them.

A "Good-and-Rich" road guide was published for each map, so that the motorists could not go astray.

It will be readily seen that such a contest and such a plan of showing the contestants presented many opportunities for ginger-up matter and the organization was kept on its toes.

The latter part of November, as a climax to the wave of enthusiasm, a "Hell Fire" number of the house-organ was issued. This made the biggest "hit" of any circle issue ever published.

any single issue ever published.

The magazine had a bright red cover with a picture of the devil spearing a salesman with his trident, and the inside consisted of a single sheet, printed on asbestos. This explanation was

Indies

given: "Our message is so hot that we could not entrust it to

ordinary paper."

The auto contest was a decided success from every angle and brought in a volume of business that would never have resulted without such inspirational work.

Countless opportunities exist in every business employing salesmen to take advantage of current events, local conditions and personal appeals for contest purposes, and those who overlook them should get "hep" to the possibilities in this kind of sales

#### Civic Pride Basis of Coke Copy

The M. W. Warren Coke Company, of St. Louis, is conducting a newspaper campaign of large space for Elkhorn-Laclede Coke based on an appeal to the civic pride of the people. The top of the space is illustrated with a skyline the space is illustrated with a skyline of a city hidden in a smoky atmosphere beneath which appears the line: "How much longer is St. Louis to be called the city of smoke." The statement is made that St. Louis gets enough cloudy, dreary days without the added horror of the filthy, greasy murk from soft coal smoke. The claim is made that it is not right or legal to poison the air of a city with soot and smoke when smoke. a city with soot and smoke when smoke-less fuel is to be had. Figures are given showing the official Government tests on showing the omicial Government tests on the relative efficiency of hard coal 49% per cent, soft coal 46% per cent and gas coke 62% per cent. Then follows an explanation showing why these figures mean a lot to every home owner in dollars and cents. At the bottom of the space is an outline drawing showing a city street with smokeless chim-

#### Making One Product Help Another

The Monumental City brand of Home-Made-Style Egg Noodles manufactured by David Kerr, Baltimore, Md., is be-ing advertised in big space in the Baltimore News. A coupon is printed which, properly filled out and presented to any grocer, entitles the holder to one five-cent package of Kerr's Egg Noodles with the purchase of a package of Kerr's Saratoga Chips. The distri-bution of the Saratoga chips has already been secured and the coupon scheme is being used to attempt to secure a wide distribution on the egg noodles. A por-tion of the space is devoted to talks on the ingredients used and it is stated that no artificial coloring is used.

M. Abercrombie has resigned as advertising manager of J. M. Thorburn & Co., New York seedsmen, to join the Co., New York seedsmen, to join the Mansfield Advertising Service, also of New York.

#### Gets Good Results from Advertising in Canada

For the past two years the Southern Railway has been carrying on a "small space" campaign in New England and Canadian papers, the object being to

canadian papers, the object being to interest tourists, particularly during the w.nter months, in the various resorts covered by its system.

Although the spaces used have only been five inches, single column, the result has been more than gratifying, so much so that there are the space of the column of the column of the space of the column of the c much so that the company has found it necessary to open an office in

necessary to open an office in Toronto to take care of Canadian inquiries. The New England inquiries are referred to the New York office.

The copy is prepared and placed by Bromfield & Field, of New York, who are also responsible for the Southern's are also responsible for the Southern's magazine copy covering the general passenger publicity of the road. The magazine copy has for its object the boosting of various Southern resorts, of which Asheville, N. C., is one of the most prominent. It is also bringing into prominence the Southern route to New Orleans, the Gulf and the West Indies

#### How Shredded Wheat Gets Team Work

THE SHREDDED WHEAT COMPANY NIAGARA FALLS, N. Y., Jan. 21, 1914. Editor of PRINTERS' INK:

We are already subscribing for five or more copies of PRINTERS' INK, but we think so much of it that we are

we think so much of it that we are going to ask you to add another name to the list. This is

Mr. R. Warren Ogden, Traffic Manager,
The Shredded Wheat Company,
Niagara Falls, N. Y.
to whom we will be obliged if you will send PRINTERS' INK regularly each week
for a year form data and if you will for a year from date, and if you will kindly send this office the bill for the subscription, we will see that prompt payment is made.

GEO. SLATE, JR., Asst. Advertising Manager.

#### Bloch with Lesan Agency

Dave E. Bloch, who recently resigned as advertising manager of the Globe-Wernicke Company, Cincinnati, has Wernicke Company, Cincinnati, has joined the H. E. Lesan Advertising Agency, New York. He is in charge of the copy, plan and art department.

#### An Imp as Trade "Character"

The Plough Chemical Company, of Memphis, Tenn., has adopted an adver-tising character known as "The Rheu-matic Imp," who is shown in all copy matic Imp," who is shown in all copy advertising a rheumatic remedy trademarked C-2223.

The Randolph-Ickes Company is a re-cently-formed advertising, designing and engraving firm found in Chicago. Mr. Ickes. one of the firm, was for six years in charge of the composing-room of the Taylor-Critchfield Company.

Legan Advertising and Sales Service Produces Results

# THE H. E. LESAN ADVERTISING AGENCY Announces the appointment of DAVE E. BLOCH As Copy, Plan and Art Manager

Mr. Bloch has just severed his connection as Advertising Manager of The Globe-Wernicke Company, Cincinnati, the largest manufacturing concern of its kind in the world.

Mr. Bloch's national campaign for The Globe-Wernicke Co. has been discussed by leading advertising men and merchants, and written about in advertising publications, as being one of the strongest and best planned of the year; and such constructive work as he is capable of doing will be a valuable asset to this Agency and its clients.

Four forty Fourth Avenue New York February 5, 1914

# COMFO Classified Ad. So Say our Ac

These extracts from their letters tell it.

"Our advertisement (classified) in October COMFORT has brought very satisfactory returns, so we have concluded to run it in your classified department for the next four months, which will be the end of our season.

"Nov. 3, '13. "AMERICAN POULTRY ADVOCATE."

"Results from our (classified) ad. in November COMFORT are very satisfactory. You can count on us for every issue of COMFORT from now on.

"Dec. 30, '13. "ROCHESTER AUTO SCHOOL."

"We are very well satisfied indeed with the replies to our (classified) ad. in October COMFORT and we trust these inquiries will develop into good substantial business. You will please repeat our ad. in your December issue.

"Oct. 13, '13. "CHARLTON NURSERY COMPANY."

"Your classified column is now producing very satisfactory returns for us.

"Jan. 3, '14, "AMERICAN ALUMINUM MFG. CO."

"So far we have received **over 300 replies** to the little card that we had on COMFORT'S classified page in October, and they are coming in every day.

"Can you beat it?

"The number of inquiries for the amount invested has been a revelation to us.

"Nov. 6, '13. "THE PATHFINDER SHOE CO."

# ds Pay Big in FORT'S Ad. Columns or Advertisers

How our advertisers come back at us.

"Replies from our advertisement in COMFORT'S classified department have **cost us less** than those from any other magazine, with a single exception, of the dozen or so which we are now using. "Nov. 4. '13. "AMERICAN PHOTOGRAPHY."

"COMFORT has always paid me, and I anticipate double the business in the future provided you continue your classified page. I am a strong believer in classified advertising.

"Oct. 30, '13. "G. F. REDMOND."

"Our (classified) ad. in October COMFORT has **proved** more than we expected and we shall probably submit copy for your December issue about Nov. 10.

"Nov. 1, '13,

O. W. PENDERGAST CO."

"The result of our ad. in the classified department of October COMFORT is **very satisfactory**, as by our past experience we had every reason to believe it would be. We find that COMFORT is preserved and passed around a great deal.

"Nov. 11, '13. "J. P. HAWLEY MUSIC COMPANY."

We haven't space to print the host of other testimonials of like tenor.

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg. WALTER R. JENKINS, Jr., Representative AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bidg FRANK H. THOMAS, Representative





#### LOSING DATES ON CFOREMOST FARM PAPERS for FEBRUARY and MARCH

-two biggest reading and buying months of the year among the best farmers of America reached hereare coming along fast.

Please reserve space and get orders in as early as possible.

Guaranteed	Line
Circulation	Rate
Successful Farming 600,000	\$3.00
Farm, Stock and Home105,000	.40
Southern Ruralist	.75
Kimball's Dairy Farmer100,000	.50
The Gleaner 85,000	.40
Inland Farmer120,000	.50
Green's Fruit Grewer 125,000	.50
Western Farmer 30,000	.15

In this list you buy class, Nationally, or by States, or Zones.

### We Co-operate with Advertisers and Agents

J. C. BILLINGSLEA Advertising Bldg. Telephone Central 465 Chicago Western Representative

A. D. McKINNEY
3rd National Bank Bldg.
St. Louis, Mo.
Southern Representative
Northwestern Representative

NOTE: Wire, write or telephone nearest office. Let us put you on our mailing list.

I Madison Ave. New York Eastern Representative

A. H. BILLINGSLEA



## Some Ads that Excelled in Display the Past Year

By Gilbert P. Farrar

THERE were so many excellent ads during 1913 that it would have been easier to pick out the poor ones rather than the good ones.

There were many more excellent ads besides the ones reviewed here, but those that I have picked out are each worthy of study concerning some new or all-important feature in which they excel.

Some of my readers will think, no doubt, that when I write words of praise for Fig. 1, I must be frivolous. Just a minute, please. Study the ad. This Pacific Gas and Electric Company ad was clipped from the July 30 issue of the San Francisco Chronicle.

The cut at the top of this ad is the cleverest adaptation of the Ben Day process that I have seen anywhere. Look at the snow-capped mountains and the placid body of water. Even though the Ben Day process is a mechanical



FIG. 2-DELIVERS ITS SALES MESSAGE AT

one, the man who is responsible for its use in the cut in Fig. 1 is an artist with brains.

While it is remarkable that such an effect could be produced in a newspaper ad, Fig. 1 by no means exhausts the possibilities of the Ben Day process. Study this process whenever you have an opportunity.

Fig. 2 carried out an idea that I have been trying to "get across" for many years.

It reduces the selling talk to two words—"Renew With"—and then hooks up this selling talk with the trade-mark—all in the same style of lettering.

Instead of the reader simply remembering "Jap-a-lac," he or she will remember that "Jap-a-lac Renews" whenever one sees the name "Jap-a-lac" in the dealer's store.

Notice that the brush is swinging across the tail of the letter "R." This is a subtle suggestion that here is the prescription for adding life to the home.

The figure of the woman using the brush is very good and necessary, but her arm is entirely too long and too large in compari-



Irrigation) That magic thing which has rechlained deserrans and made them into fertile fields and waiter.

Surely this organization, 54 doing its share toward making the sell of California the most preductive in the world.

At the present time "Facific Service" is supplying water for over 25,000 acres of land in Central and North Central California.

And wherever and whenever conditions demand an extension of this service, we shall need no prodding to take the initiative.

"Pacific Service" Is "Perfect Service"

# Pacific Gas and Electric Company 445 Sutter St. San Francisco

FIG. 1-STRONG AND TASTEFUL USE OF "BEN DAY" TREATMENT



FIG. 8—THE HIGH TONE OF THE DISPLAY SUGGESTS QUALITY

When I get on the subject of good ads, my practical friends say something like this: "I don't see much in that ad. I like the Waltham Watch or the Seth Thomas Clock ads."

I, too, like the Waltham Watch ads and I show one of them as Fig. 3. And I show one of the

FOR an important birthfing or ordising present,
and the content of the content

FIG. 4-SATISFACTORY IN EVERY RESPECT

Seth Thomas Clock ads as Fig. 4, which is all that could be desired from a typographical standpoint.

Figs. 3 and 4 are so in keeping with the subject and so well built that anyone would know

they were good ads.

Figs. 1 and 2 excel in some small features, not fully developed, which should be more interesting to the average builder of ads, while Figs. 3 and 4 are obviously right and proper.

Fig. 5 is another newspaper ad. I have the sincerest admiration for the builder of it. It shows taste of the highest order and hours of planning, as well as much

experience on the part of the builder. It was cut from a Western newspaper.

Newspaper ads need not be poor ads. Because newspaper space is cheaper than most magazine space, why put in cheap or cheaply displayed ads?



FIG. 5—SIMPLICITY
AND STRENGTH

Fig. 6 is another newspaper ad. In the parlance of the street, the advertising men of this country have "got
to go some" to beat that Crossett
Shoe ad for real merit. It is
good by all standards of typographical display.

Yes, I'm putting the newspaper ads up front this year because I am fully aware of the arduous task that confronts a man when he must build real newspaper ads. It's a hard job, and when well done demands more praise.

Again I say that Figs. 1, 5, and 6 are all that could be desired and far ahead of the average newspaper ads of even a year ago.

And while we are on the subject of newspaper ads, just look at Fig. 7. This is one of an ex-

## Advice from men who know the field

11

Suppose you were considering advertising in a Chicago newspaper—

Wouldn't you consult a Chicago man about the merits of the various newspapers rather than some one who lived in New York or San Francisco?

If that Chicago man were an advertiser himself his word would carry still more weight. And, if you were able to consult hundreds of Chicago advertisers who spend millions of dollars annually in newspapers, you would be apt to take their combined judgment as final, wouldn't you?

The Chicago Daily News from January 1 to December 31 last year, printed more local display advertising six days a week than any other Chicago newspaper printed in seven.

The figures are:

The Daily News
Second paper
Fourth paper
Fourth paper
Fifth paper
Sixth paper
Seventh paper
Eighth paper
1,373,073 lines

Here is proof that Chicago advertisers consider the Daily News the best advertising medium in Chicago.

Are you willing to accept their judgment?

## The Chicago Daily News

Over 350,000 daily

John B. Woodward Eastern Representative 710 Times Building New York cellent series that ran in quite an extensive list of newspapers during the past year.

The original of Fig. 7 is only three inches single column, but I've never seen a more forceful newspaper ad of the same size. Note the clever manner of showing the collar—the goods. Other ads of various sizes in this same series were equally as meritorious.

What are some good magazine ads of 1913 that "pass" nearly 100

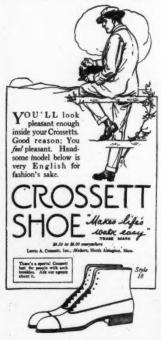


FIG. 6-A NEWSPAPER DISPLAY OF PARTICULAR MERIT

per cent from a typographical standpoint?

The Reed & Barton display ad (Fig. 8) is certainly one of the best of the year from every standpoint. It shows a remarkably new and clever idea for displaying silverware. The type in this ad is unusually well chosen. And the copy is far above anything I have been able to find that deals



it has Linocord Unbreakable Buttonholes —in no other make—which enable the collar to retain its original goodness thru months of wear.

2 for 25c

Geo. P. Ide & Co., Makers, Troy, N. Y. Creators of smart styles in Collars and Shirts

FIG. 7—SKILFULLY DISPLAYED IN SMALL SPACE

in silverware. All in all, this Reed & Barton ad has much distinctiveness, much dignity and much cleverness. Other ads of this same series were also unusual in many respects.

A close second to the Reed & Barton ad is the Ohio Electric series of ads, one of which is shown as Fig. 9.



. FIG. 8—A LEADING EXAMPLE OF BLEGANCE



FIG. 9-A RUNNER-UP TO FIG. 8

There isn't much to say about Fig. 9 except that it is good—very good. And if this series of ads has not impressed the multitudes with the superior advantages of the Ohio Electric and at the same time impressed the name "Ohio" on the minds of this same multi-



FIG. 10-MOST EFFECTIVE DISPLAY FOR LOCKS

tude, then the multitude is at fault—not the ads.

One of the most effective displays in the line of locks that appeared during 1913 is shown as Fig. 10. If this ad, properly and thoroughly placed, did not sell locks, then my faith in human nature is shattered. It is superior in display to anything yet published to exploit locks.

Speaking of showing the goods, the Cheney Cravat ad (Fig. 11) is a hard one to improve. If this ad does not "flag" Mr. Sensible Dresser, then it must be because he does not wear ties, or that he has more than he needs.

Fig. 11 is the best, to my mind, of the clever series of ads for



FIG. 11-CHENEY'S BEST DISPLAY

this company. Such ingenuity as I have seen in these Cheney ads leads me to believe that the ads for this company for 1914 will not only be better than those of 1913 but better than anything ever done in this line.

Fig. 12 comes nearer being unmissable of all the small, or relatively small ads that I have seen this year. Don't pass over this lightly. When you look carefully at the display and then at the copy I feel sure that you will agree with me that it is a very unusual ad. One thing is sure. You know what the ad is all about, even at first glance.

The Royal Rochester line of casseroles and percolators was well shown during 1913 with ads that were royally displayed. It would certainly be hard to get more beauty, dignity and "atmosphere" into this series of ads. And incidentally, the copy is far above the average for goods of this kind. One of this series is shown as Fig. 13.

There were numerous striking and attractive full-page ads in



FIG. 12—ONE OF THE UNMISSABLE SMALL ADS OF THE YEAR. THIS REPRODUCTION IS ONLY SLIGHTLY SMALLER THAN THE ORIGINAL

the popular weekly magazines during the last year and I have no doubt that many ad men picked a winner.

The one I liked and the one that most appealed to me as being near perfect from a typographical standpoint is the Holeproof Hosiery ad (Fig. 14). Notice the balance of color in the illustration and the balance of color in the type matter.

Perhaps you will say that this



FIG. 18—NOTEWORTHY FOR ITS AP-PROPRIATE "ATMOSPHERE"

ad is simple. Quite so. But this fact makes it cool, clean-cut and attractive, especially so when you consider that it appeared during the very hot days of last summer.

the very hot days of last summer.
Regardless of whether or not you have picked one of the page ads as a winner, I believe all will agree that this Holeproof Hosiery ad has exceptional merit. It is



FIG. 14—SUCCESSFUL DISPLAY TREATMENT OF FULL-PAGE WEEKLY MAGAZINE SPACE



FIG. 15-THIS DISPLAY TELLS A LITTLE STORY ALL ITS OWN

no simple task to build a simple ad. Too many admen, when given a full page to fill with copy, try to get too much into the space. As a result some of the smaller ads are sometimes stronger than the page ads. Moral: To be simple is to be great.

For human interest and real



16-HARMONY OF CUT AND TYPE. ALSO WOTABLE FOR A WELL-DRAWN WAWN

red-blooded copy combined with good typographical display, the Ives Toys ad (Fig. 15) has an "edge" on the majority of full

pages in the weeklies. This Ives Toys ad appeared November 29, 1913, when the toy buying season was just about ripe.

Then it is well timed, well displayed and well written. Also, who is there who will say that

this boy picture does not command attention?

Fig. 16 is the best example of harmony of cut and type that I have seen in any ad during the last twelve months. The drawing of the hand is second only to the hand used by the General Electric Co., (which I mentioned in one of my recent articles).

While this ad (Fig. 16) is eventoned, it is by no means weak, as is the case with some ads that contain few, if any, display lines. The hand and heading are strik-

There were a number of ads that appeared in 1912 that were improved in display during 1913. These were described in PRINT-ERS' INK of January 22.

#### Brooklyn Club Visits Curtis Plant

On the evening of January 27 the entire membership of the Muni-cipal Club of Brooklyn went to Phila-

cipal Club of Brooklyn went to Philadelphia to be the dinner guests of
Cyrus H. K. Curtis, president of the
Curtis Publishing Company.
In his address to the visitors, Mr.
Curtis said: "During the last year we
had more than 30,000 visitors to this
building. There has been sufficient attraction to bring them, it seems, without our advertising that the structure
is open for inspection. We are afraid
to advertise, lest we have more visitors. to advertise, lest we have more visitors than we can accommodate. In coming here from Brooklyn you have paid us the greatest compliment our company has ever received. Never before has a considerable body of people journeyed from a distant city to see us. We appreciate the honor, and you will always be welcome here."

Among the speakers at the dinner, which was held in one of the large halls of the Curtis Building, Inde-pendence Square, were Herbert F. Gunpendence Square, were Herbert P. Gun-nison, business manager of the Brook-lyn Eagle, who is vice-president of the Municipal Club; Karl Harriman, asso-ciate editor of the Ladies' Home Jour-nal, and John C. Marquis, associate editor of The Country Gentleman.

#### Have Automobiles Been Wrongly Advertised?

This Writer Says That Some of the Recent Copy Is Unreadable-Four Words That Have Been Abused - Conditions on Which Better Copy Might Be Based-Facts Manufacturers Must Face

By J. H. Newmark Adv. Mgr., Oakland Motor Car Company, Pontiac, Mich.

THY this flood of words and the use of extravagant language? Why this talk of "The only car"-"Beware of unsafe motorcars" and the statements of other philanthropic companies who have taken it upon themselves to warn the buying public?
Just because Webster's Diction-

ary is free to use, it is not a good reason why it is necessary to ramble and become loquacious in discussing an automobile.

Surely automobile advertising is the comedy of the profession. Some of it is meaningless, some

actually silly and some of it un-

readable.

There has been one great fault with automobile advertising and that is this: There has been a disposition to hold from the truth, and even when dealing with the truth, to be far from conservative.

I suppose some automobile advertising writers continue lying because it is hard to prove what

they write.

In these days of keen competition, companies in their eagerness for business are careless as to the statements printed, and it is also admitted that in no other business is there such an opportunity for similarity of claims, regardless of the real worth of the product advertised. This is so because the article advertised is of a mechanical nature, and only very few buyers are able to ascertain the real worth of a car, because they lack engineering knowledge and training.

The automobile industry has abused four words in the English language. They are "simplicity." "accessibility." "beauty" and "power." These words are considered common ones and are common property. All automobile advertisements speak of these qualities. All of them have power, all have accessibility, simplicity and beauty. And the claims made are usually in the superlative degree. The price, as a rule, does not make any difference.

These are some of the reasons why automobile advertising is not making the proper impression. People do not believe what they read on account of the similarity of claims and especially where the prices vary so much. People look at it in a common-sense way. How is it possible for two articles -one selling for \$750 and the other at \$3,000—to have the same qualities?

PUBLIC "SOLD" ON AUTOMOBILES

Educational copy has long been a factor in automobile advertising. Hundreds of thousands of dollars have been spent in creating desire. But this is no longer necessary, because the desire is here, and the desire is complete, that is, it extends all over the United States. Years ago, when the automobile industry was in its infancy, it was necessary to Very few people create desire. considered the self-propelled vehicle, but the desire has grown with the increased number of cars, and now it is safe to say that every normal person in this country hopes some day to own a motor car.

Automobile manufacturers know by experience that if an owner once starts driving, he never again will be without a car, providing he is financially able to own one. There is a certain fascination about driving a motor vehicle and that fascination becomes permanent-it lasts. They also know that a desire for speed grows. A man will buy a second-hand, single-cylinder car. He will start driving it. At first, ten miles will seem fast to him. but in a short time he gets used to that and he wants to go faster. The result is that he buys a twocylinder car with the same ex-perience and so on with a four, and if not satisfied then he will buy a six.

Most automobile copy writers do not think enough. Some of them do not think at all. They just write with the hope that people will believe it just because they see it in print.

Automobile advertising is not individual enough. There is a sameness to nearly all of it. To read one automobile advertisement

is to read them all.

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Copy writers do not analyze what they write, nor are they able to grasp the reader's view-point.

To cite an instance of careless thinking, lack of analysis, and poor judgment in important copy, I recall to mind the 1914 announcement of one of the leading motorcar companies. This company, by the way, has been making cars for years.

#### ADVERTISING INTO A MIRROR

Now please bear in mind that this statement was the initial one advising the public of its new product-the 1914 models. the most important thing said in same announcement was something to the effect that the company's sales manager and engineer have declared the 1914 cars to be great cars. Good for them! And pray why shouldn't the engineer and sales manager think well of their own product? But does the public care anything about the opinion of these officials? And should the statement be made a selling argument? I do not think Now, had the copy writer done a little serious thinking he would have seen that his copy was not worth the paper it was written on, because he was not writing a selling argument nor enlightening the reader about the He was just stating new cars. opinions. And as a rule opinions do not count in advertising.

And there is the automobile advertiser who is not attending to his own business, but worrying about the other fellow. Just think about this for a moment. Isn't it really funny? Think of a firm spending thousands and thousands of dollars, not in advertising its own product, not trying to sell its own goods, but warning the public that the industry generally is on the decline, that many of the

companies are unsafe, that you are making a grave mistake in thinking of purchasing a car of anybody but the advertiser giving

you the warning.

I cannot help but think that advertising like this usually represents one man's ideas, but who has been able to convince the rest of the organization that it is good publicity. But the fact that only a handful practise it would prove that the majority of automobile advertisers believe at least in making an effort to sell their own goods, even if poorly advertised.

Automobile copy, or rather most of it, which has appeared up to the present time, has been fanciful in character, for it has represented ideals—dreamy ideals of men sitting in offices far away from the factories and writing mental pictures of perfect automobiles—automobiles that would run on and on and were the nearest things to perpetual motion that have been discovered down to the present time.

#### HAS EDUCATION BEEN ERRONEOUS?

And I wonder if the advertising has not had something to do with so many dissatisfied owners. Have owners been erroneously educated?

Have they been led to believe that they had purchased cars having "beauty, power and me-

chanical perfection"?

Some time ago, when it was announced that the American Locomotive Company would stop the manufacture of motor cars, the whole of commercial America was surprised.

Here was a peculiar confession. This gigantic company, with its many millions behind it and a half a century of manufacturing experience, publicly acknowledged that it was unable to cope with the conditions that exist between the manufacturer and the consumer, and so it intended to stop the losses by withdrawing from the manufacture of motor

The American Locomotive Company has made locomotives for years—knows all about the making of heavy units, but apparently the company could not make any profit in its automobile depart-ment. Why?

The most important reason is that there is a constant drain after the purchase of a car is made. The owner wants free parts and service. He was told he was buying something that he would never have to fix. He was given a wrong idea about a motor car. And what is true about this company is true of all the others.

The average purchaser has been

erroneously educated.

And so it seems to me that it is high time that manufacturers not only make their advertising conservative, but started a campaign of education along the

proper lines.

Prospects should be told that they are purchasing a piece of machinery, and as such it is entitled to consideration, care and atten-That a car has its limita-That it is subject to friction, no matter how perfect may be the lubricating system, and friction causes wear and wear causes tear. And that a part will break because it is made of metal.

Why not take this frank atti-tude? It is so. And every car made is subject to these things. It would be only a little while before the public would appreciate the justness of these things and would buy with a more perfect

understanding.

It behooves the manufacturers to take the initiative in this reformation and the sooner they do it the better it will be for them, for they cannot hope to make the legitimate profits they are entitled to until they start advertising along sane

#### Boycott by Advertisers May End St. Louis Quack Ads

Charles A. Stix, president of the Grand Leader department store, St. Crand Leader department store, St. Louis, at an anti-quack doctor mass meet-ing, held in that city, declared that the St. Louis Retailers' Association stands ready to discontinue its advertising in

ready to discontinue its advertising in certain St. Louis newspapers which carry advertisements of "quack" doctors.

"Our legitimate advertising," he said, "suffers by being placed next to the insertion of the quack. Most people are not familiar with the personality of the advertiser and are compelled to accept the printed word at its face value. Consequently when they are fooled upon

one advertisement they are not likely to believe the other advertisements in that paper. The association does not feel that paper. The association does not rect that it cares to have the value of its advertisements clouded because of the ads of charlatans and fakers. There is a reason why department store advertisers should look with scant courtesy upon quack advertising. Advertisers, as a reatter of self-paretries will we come quack advertising. Advertisers, as a matter of self-protection, will welcome the help of the St. Louis Medical Assocation in its campaign against the fake advertising physician. An effective way of protecting against such advertising would be for committees from the various organizations of merchants and business men to go before the owners of newspapers who print quack advertising and protest against the practice. They could take their choice of printing the quack or the legitimate advertising.

#### Sherman Succeeds Barnes of Occident Flour

E. A. Sherman, who for the last five years has been the "emergency man" in the sales department of the Russellthe sales department of the Russell-Miller Milling Company, takes the posi-tion of advertising manager vacated by Mr. Barnes, now with Everybody's Mag-azine. Mr. Sherman is an old news-paper publisher. His duties as the emer-gency man have called him to the different offices of the organization, so that he is familiar with the sales force and with the jobbing trade. The company feels is taining with the sales force and with the jobbing trade. The company feels that with this business acquaintance and knowledge Mr. Snerman will be able closely to link the advertising with the sales efforts.

#### Johnson Leaves Lord & Thomas

Carl P. Johnson, who for ten years has been associated with Lord & Thomas in copy and merchandising work, has joined the Nichols-Finn Advertising Company, where he will direct the development of plans and the preparation of copy.

copy.

Among the important national advertising campaigns with which Mr. Johnson has been closely identified for a period of years are the Oliver Typewriter, the Gordon-Van Tine Company, the Brunswick - Balke - Collender Company's "Baby Grand" billiard tables and the People's Outfitting Company.

#### Plate Joins Bunte Brothers' Sales Force

Ferd. Plate, former vice-president and general manager of the Niagara Choce-late Company, Niagara Falls, N. Y., is now with Bunte Brothers, Chicago, as sales and advertising manager.

#### J. J. Hazen with Powers Agency

Josiah J. Hazen, formerly advertising director of *The Century Magazine* and St. Nicholas, has become associated with the John O. Powers Company. New York, as vice-president.

### You Can Advertise Your Goods in Omaha

and make good profits, if you do as the local merchants do. They have studied the situation (right on the ground) for years, and they know.

The majority of Omaha merchants of any consequence put the largest part of their advertising in the World-Herald.

And in Greater Omaha (a city of 200,000), the rates on all the papers are the same to local merchants, and the rates are all flat—no inducements.

In 1913, the World-Herald led the two other Omaha papers in PAID local display by 525,602 agate lines and 690,984 agate lines, respectively.

The World-Herald published the most display advertising in the following leading lines: Dry Goods, Women's Clothing, Men's Clothing, Shoes, Furniture, Pianos, Automobiles and Groceries.

In total PAID advertising (excluding legal notices) the World-Herald led the next paper in 1913 by 33% and the third paper by 42%.

In paid classified advertising, the World-Herald in 1913 led the other papers COMBINED by 140,000 paid ads.

The World-Herald circulation in Greater Omaha is 28,300 Daily and 24,000 Sundays. This exceeds the city circulation of the other Omaha papers by over 4,000 and over 9,000 Daily, and 5,000 to 6,000 Sundays.

The World-Herald circulation in December was 59,087 Daily and 44,863 Sundays.

Detailed information regarding any matter of circulation, advertising or business conditions gladly supplied on request.

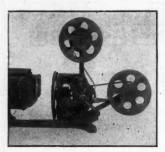
Remember! The Merchant on the ground KNOWS—with all papers the same rates, he uses always

### The World-Herald

NEBRASKA'S GREAT WANT AD PAPER

Eastern Representatives
VERREE & CONKLIN, INC.
New York.

Western Representatives
VERREE & CONKLIN, INC.
Chicago



You had motion picture film made to show your factory, manufactured process or product, or perhaps how your products are employed in actual use.

The film is, however, but half of motion pictures; you must have a machine with which to project them. So you need a

### Phantoscope

This machine is light, portable, can be set up in a moment in the office or showroom, can be stopped whenever you like and the picture on the screen examined at leisure, without the slightest chance of igniting the film. It only weighs 18 pounds, and your salesmen can carry it with them as easily as a suitcase.

It is equipped with standard lenses used in the high-priced machines and, of course, takes standard film. It comes in a carrying case, and you set it up with no other tools than your two hands, screw the attaching plug into any convenient lamp stock, and you are ready to give the exhibition.

Of course we shall be glad to send you a machine for examination and trial, believing you will find it a valuable aid in increasing sales.

The Phantoscope complete with screen and cord in carrying case, \$75.

## The Phantoscope Mfg. Co.

Washington, D. C., U. S. A.

### Travelers Insurance Ad in Technical Papers

THE technical field is now being invaded by an appeal addressed by the Travelers Insurance Co. to employers of labor in an effort to induce them to take up compensation and liability insurance contracts.

This company, in a recent page advertisement appearing in a technical paper, ran the following copy under the headline "Prevention of Industrial Acci-

dents":

"Prevention of industrial accidents is one of the most serious problems confronting employers of labor to-day. The compensation and liability contracts of the Travelers Insurance Co. provide the most complete coverage based on an unequaled experience and as a result of twenty years' prac-

#### Prevention of Industrial Accidents

Is one of the Most Scrious Problems Confronting Employers of Labor To-Day.

The Compensation and Liability CONTRACTS

CUNITACIS
OF THE TRAVELERS INSURANCE COMPANY PROVIDE
THE MOST COMPLETE COVERAGE BASED ON AN UNEQUALED EXPERIENCE
AND AS A RESULT OF
TWENTY YEARS' PRACTICAL EXPERIENCE



THE MOST EFFECTIVE SERVICE TO PREVENTION OF ACCIDENTS IN THE WORLD

TRAVELERS SERVICE provides systematic and minute investigation of plants and equipment; advice as to the elimination of danger points, in-callation of efficient and economic unlary divisors, handling and storage of material, factory methods and experience.

ecquatited with the work of all departments of a plant and of general reatructive methods. During 1917 The Travolers made 14,200 Impactions invulving BM-200 "economountations for improvement of working conditions. The Pomonyivania Railroad after largely reducing the number of serioueccionate to the sloop employee stated. "We should fall in our dury if we all

> AN INJURY PREVENTED IS A BENEFACTION AN INJURY COMPENSATED IN APOLOGY.

The Travelers Insurance Company, HARTFORD, CONN.

The TRAVELERS INSURANCE COMPANY, Harrised, Com-

INSURANCE COPY IN TECHNICAL MEDIUMS

tical experience. Travelers Service provides systematic and minute investigation of plants and equipment; advice as to the elimination of danger points, installation of efficient and economic safety devices, handling and storage of material, factory methods and supervision.

Among other things, the company claims that during 1912 there were 142,000 inspections made, involving 850,000 recommendations for improvement of working conditions. The advertisement winds up with the slogan: "An injury prevented is a benefaction; an injury compensated, an apology."

#### Resinol to Spend \$300,000 in 1914

The Resinol Chemical Co., of Baltimore, has added a number of magazines to its advertising campaign and has increased its appropriation for 1914. In regard to the expansion, Grafton B. Perkins, advertising manager of the Resinol Company, writes PRINTERS' INK

as follows:

"We are, as you have noticed, starting a magazine campaign, using twelve or fifteen publications in this general



"The first insertion was in the January numbers of some of the publications and February numbers of others, our plan being to continue for the present such space as you have already noticed e. o. m.

"The addition of these magazines will bring our total advertising expenditure for 1914 up to approximately \$300,000."

J. E. Burke has been put in charge of the subscription department of the Al-drich Publishing Company, New York, publishing International Marine Engi-neering. He was formerly with the Curtis Publishing Company and the Munsey publications.

### One Year Ago

we reorganized this Company. At that time a number of our creditors believed our sphere of usefulness was ended and some of them had gone to the extent of taking us into court. We asked them for a year in which to prove up. Today they are asking us for more business.

The March issue of Home Life tells the story.

Our list of 900,000 was never in as good shape as it is today—we are giving value for the money and our subscribers are reading the book.

Send for a sample copy and verify the above.

#### Home Life Publishing Co.

Arthur A. Hinkley, President

Chicago

BARTON E. BUCKMAN, Adv. Mgr., 141 West Ohio Street, Chicago, Ill.

C. W. Wilson, Eastern Mgr., 200 Fifth Avenue, New York, N. Y.

#### More Hearings in Label Inquiry

(Continued from bage 13)

Pressed by the congressman for further answers as to whether individuality in shoes and the reputation of a manufacturer were not factors in making sales of shoes, the witness said: "If a man has bought a shoe with Hanan's or Nettleton's name on it,and they are delightful names to conjure with,—had bought shoes that were all right, that were comfortable and pleased him in appearance, I do not believe you could get him to change, no matter whether he was in Texas or New York. But why legislate to promote the business of about 1,300 men—which would be reduced, Mr. Chairman, to about one-tenth of that number of manufacturers by this legislation-why promote their business as against 27,000 classified shoe stores in America and about 120,000 retailers of shoes in the general stores."

In speaking of the promotion work on behalf of the Douglas shoe, Mr. McGowin said: "A curious fellow pasted on a postal card, at about the time postal cards came out, a picture which pur-ported to be that of Mr. Douglas, although it does not look very much like him and never did, and that postal card went right to Brockton, Mass.; he dropped it in the post-office without any ad-

dress at all on it and, as I say, it went to Brockton, Mass. And that is advertising."

The Wanamaker representative closed his statement as follows: 'To our minds, compelling a manufacturer's name to be placed on an article would put in his hands a weapon that would destroy the profits of our business. I will not say anything about myself, but my first assistant draws \$10,-000 a year; I have men around me who draw big pay; but we do a business of two and a half million dollars at retail. That represents a tremendous number of shoes, but we can well afford to do it, even with these big salaries to meet. And we do it at a lower cost-and I think this statement will be unchallengedthan any distributor of shoes at retail in the world."

A \$12,000,000 volume of business was accredited to the Brown Shoe Company of St. Louis, by John Busch, who testified before the committee as the spokesman of the Brown company and also as the representative of the St. Louis Manufacturers' Association. Incidentally he said: "We job a small proportion of our total business—I should say less than ten per cent now."

MANUFACTURERS' REASONS WANTING NAME ON GOODS

That all shoe manufacturers are not of one mind with reference to proposed legislation along the line of the so-called "pure shoe bill" (a name denounced by some manufacturers as a mischievous and misleading misnomer) was made clear during the testimony of John W. Craddock, president of the Craddock-Terry Shoe Company, who appeared as the representative of the National Shoe Wholesaler's Association. Mr. Craddock, who opposes any such legislation, mentioned the name of the Roberts, Johnson & Rand Shoe Company, of St. Louis, in connection with the effort that has been made during the past year or two to secure the passage of bills of like purport in the legislatures of twenty-two states in the Union. Referring to the abovementioned St. Louis corporation, the witness said: "In their advertisements from one end of this country to another they make their talk that they are advocating pure shoes and pure underleather."

In the course of his remarks Mr. Craddock said: "Personally speaking, our company would rather like to get our name stamped on all our stock, and we do stamp it on our stock all we can. On the other hand, re-tailers have their own views and their own rights. Distributing merchandise is not always a question of best values. The psychology of the proposition goes

a tremendous ways. A woman comes into a store; she is not considering values; she wants a pair of satin slippers or suede boots and she will pay anywhere from \$5 to \$7, and she does not consider the value. Now the concern with the best organization, advertising from the factory, is willing to put \$500,000 in adver-tising and open stores in every city of 30,000 inhabitants all over the United States. They are crowding the small man out because he has got to put all his advertising into a single venture. They can not distribute their merchandise and it costs them just as much. Take the popular advertised brands of shoes which are being sold in their own stores to-day. The statement which I make is not based on figures, but my opinion is it is costing those men more to retail their goodsa larger per cent to sell their shoes-than it is the local dealers, and that being the case they would not save anything for the consumer, but they will gradually crowd this other fellow out and I think the ultimate effect will be higher prices and poorer service. It would result in monop-

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#### CITY AND CROSS-ROADS DISTRIBUTION CONTRASTED

According to this manufacturer "the telephone and the women behind it" are largely responsible for the increased expense of selling goods. By way of illustration he contrasted the conditions that confront the average urban merchant with the case of a general storekeeper or cross-roads retailer near Lynchburg, Va., to whom his firm sells goods. Said Mr. Craddock: "That fellow owns his own farm there and owns his own storehouse and he can really sell merchandise on ten per cent profit He is doing \$10,000 worth of business a year and it is not costing him over \$1,000 to do it. The man in town is paying \$3,000 in rent and has got to keep electric lights and expensive show windows and buy these shoes in widths from A to E, while the countryman just buys one width;

and the city man has got to carry satin slippers and suedes and tango pumps; and a woman will phone down from a mile and a half out and ask him to send out a pair of rubbers, for which he gets 75 cents, and it will cost him 75 cents to send them out to her, maybe. All these things add to the cost of city distribution. It is legitimate and the people who make it necessary have to pay the bills, and you can not legislate in any way to prevent it unless you take the telephones out of the houses and bring the people back again to plain, simple living.

A fraudulent advertising bill and not a "pure shoe" bill is what is needed in the opinion of A. H. Geuting, of Philadelphia, who ap-peared on behalf of the Shoe Dealers' Association. His contention was that the only fraud in the shoe business to-day is supplied by the piratical dealers who travel from city to city and advertise standard brands of shoes "Competition in at cut prices. the shoe trade," he said, "is so great that we are very sensitive to the opinion of a customer. go any length before I will let a customer go out of my store with anything but a smile." The Philadelphia merchant supplied the committee with a copy of the Pennsylvania bill against fraudulent advertising, and told at some length of how on his initiative the Market Street Business Men's Association took effective action against a firm that recently opened a store on Chestnut street, Philadelphia, for the sale of furs at cut prices, representing that the furs were offered at low prices because they were purchased direct from trappers and manufactured in the firm's own workshops. Referring to the Pennsylvania advertising law he added: "Now if you will give us such an instrument as that, we will clean the shoe business of whatever fraud there may be in

"Now what is the real objection," queried the Chairman of the Congressional Committee, "to having the manufacturer put his name on?"

"I want to tell you what the real objection is," answered Mr. Geuting. "The retailer is the great factor in administering to the people of this great country. The shoe manufacturer would go backward, would retrograde, if it were not for the retailer who is constantly intervening. He has his ears and nose to the ground and knows public sentiment. He talks to the customer and knows the customer's de-mands. It is not the manufacturer who builds the shoes of this country, but the retailer who builds the shoes of this country. That is the truth of the matter. put a specification in the shoes. We state what lasts we want; we state what kind of linings we want in our shoes, and as soon as we find that certain linings wear better we demand them from the manufacturer. It is not the manufacturer who really creates shoes in this country. We get our ideas from our customers; the manufacturer interprets our idea from the customer through

#### Condition of Gillette Safety Razor Company

IN spite of somewhat depressive business conditions last year and the fact that several new brands of safety razors were placed on the market by various companies, the Gillette Safety Razor Company did the largest business in its history, showing a substantial increase in earnings over the previous year. This is not only evidence of the popularity of this company's product, but also of its vigorous and progressive selling methods.

The combined gross sales of the three Gillette companies, the American and English companies and the Canadian concern, increased approximately 23.5 per cent, which would mean a total of rising \$7,000,000. Net earnings were \$1,372,273, compared with \$1,155,668 in the 1912 year, an increase of \$216,604, or 18.7

per cent.

The company sold approximately 650,000 razors last year, or 50,000 more than in 1912. This represents a striking gain over the first year of the company's operations when 75,000 razors were marketed. Gross earnings then were but \$200,000 or \$250,000. The sale of extra blades has, of course, proved a profitable branch of operations.

During the past year \$460,000 of the preferred stock was retired, leaving \$6,000,000 outstanding of the original \$6,500,000 issue. The balance for the \$6,500,000 common stock after deducting preferred dividends, was equivalent to 14.6 per cent, compared with 10.8 per cent in 1912. The articles of incorporation provide that not more than 5 per cent can be paid on the common un-

less \$100,000 of the preferred is retired each year.

One of the more remarkable features of the company's business has been the increase of sales in foreign countries. The largest gains came last year in South America, England, Austra-lia and India. Sales in the United States to be sure, showed a substantial increase, but the Euro-pean end of the business is fast catching up with the American. The factory in England has been enlarged from time to time until it is nearly as big as the Boston plant. The Gillette Safety Razor Ltd. of London has a capital of \$2,000,000, and is a subsidiary of the Massachusetts company. Canadian business, which is conducted by the Gillette Safety Razor Company of Canada Ltd., the other subsidiary with capital of \$500,000, showed a gratifying increase last year. This company's earnings amount to about 10 per cent on its capital stock.

The company has systematically cultivated the foreign field for a number of years and has become firmly entrenched. It laid the foundations for its South American trade fully seven years ago.—

Boston News Bureau.

The George B. David Co., Inc., of New York and Chicago, has been appointed general advertising representatives for the Cincinnati American.



THE complete book-length novel in the March MUNSEY is by Louis Joseph Vance. It is called "The Lone Wolf," and is but one of more than a score of features in this largest of all standard magazines.

> ANY thousands of readers have gladly paid \$1.50 apiece for Mr. Vance's books "The Brass Bowl," "The Black Bag," "The Bandbox," and others. To maintain our policy of printing a complete book by some writer of international reputation in every issue of MUNSEY'S MAGAZINE, means an expenditure in 1914 of \$250,000. No other publication has announced so important a program. At the rate THE MUNSEY is making new friends -not will-o'-the-wisp circulation, but honest, bona fide sales-it is entitled to the closest attention of the advertiser who would keep abreast of every new phase of the periodical field.

#### THE FRANK A. MUNSEY COMPANY

Commercial National Bank Building Chicago 175 Fifth Avenue New York

#### Cashing In on the Panama Canal

The Real Nature of the Opportunity
That Will Soon Be Given American Manufacturers — Business
Must Be Strongly Fought for—
Factors in the Field That Are Favorable to American Invasion

By Hugh M. Kahler
Of Procter & Collier Company, New
York and Cincinnati.

WHOEVER cashes in on the Panama Canal it certainly will not be the people who have been "waiting" for it, and the members of that very numerous family are in line for a sensible disappointment. The new waterway is going to produce a lot of new business and increase a lot of trade which already exists, but it's not going to perform any commercial miracles, a vast assortment of enthusiastic bombast to the contrary notwithstanding.

When the big ships really begin climbing over the divide at Culebra there won't be anything more nourishing than a feeling of gratified patriotism for anybody who hasn't taken more than a little pains to be ready for the advantages which the new canal is going to offer to a certain class of commerce. Panama will make a lot of money for some people in this country, but it isn't going to bring a dollar to the people who haven't already done most of the bringing for themselves, or who don't begin to do precisely that in the very near future. Whatever the domestic value of the water route across the isthmus may prove to be will depend very largely on our ability to develop a merchant fleet sufficient to carry our home traffic from coast to coast. We aren't in a position to cash in on the canal in that respect at present. and there's some doubt as to how far we shall ever be in such a position. Foreign vessels do our ocean carrying now, and our laws forbid us to use such shipping for our coasting trade, most of which, between Atlantic and Pacific, will continue to travel by rail as heretofore, until we get

some American ships or allow foreign ships in the coastal traffic. Such benefit as American shippers may expect immediately must be found in connection with our export trade, and, indeed, it is this trade which has come in for most of the arrant nonsense on Panama which has found its way into print since 1904.

#### SURPRISES THE MAP SHOWS

Most of us harbor a vague notion to the effect that the canal will somehow corral the South American trade for us, and a good many of us seem to think it is going to accomplish that without any individual activity on the part of the beneficiaries. Get down the old school geography and turn to Mercator's projection. You'll find several surprises waiting there for you, unless you've been closer to the geography books than most adult Americans. First of all, you'll discover that practically all of South America lies well to the east of New York. the meridian of which through the northwestern shoul-der of South America and just touches the coast line of the southwestern countries. Cape San Roque, the easternmost tip of Brazil, is almost half way across the Atlantic-32 degrees of longitude nearer Greenwich than New York. Southward the coast slopes away to the west again, so that a ship to reach Buenos Aires from New York must travel some 1,500 miles east and almost as far back west besides the long trip south. Lay a ruler on the map and you'll discover that almost every port on the east coast is just about as tlose to Liverpool and Havre and even Hamburg as it is to New York. The Panama Canal isn't going to affect traffic with these cities and the countries behind them in the remotest degree.

And if you consult the commercial figures in the Statesman's Year Book, or the reports of the Department of Commerce, you'll discover that the east coast countries do several times as much foreign business as those on the other side. The big bulk of present South American business isn't going to feel any slightest effect

Meet us at the New York Show, Grand Central Palace, April 18-25, 1914. We will exhibit.

# N OPEN LETTER to our fellow-craftsmen, who are running country printing offices:

Is there not in your vicinity a large factory or business whose work should all be done by you, but you do not have the equipment or facilities for handling? If this is the case LET US HELP YOU.

Your Board of Trade says this work should be given to the home printer, and this is just as it should be. There is not enough of this work for you to put in the necessary machinery, even if you had the financial backing to do so.

Now, how about your becoming our agent for this purpose, and let us both benefit? We have the men, we have the equipment, we have everything that will tend to mutual satisfaction between us and your customer.

Why not try it out? If you are responsible, it will be easy money to you. Look us up as to our

Reliability Equipment Service Efficiency

in every way. It is up to you in this manner to gather in the shekels that would otherwise leave your community. Write us.

Charles Francis Press

30 West 13th Street New York

#### The Promise of 1914 a Good Year for

### **NEW ENGLAND**

The F. W. Dodge Company in their Statistics of building operations show that contracts awarded in New England from January 1st to 21st were

### \$10,963,000

a gain over the same period in 1913 of more than

### 36 Per Cent.

The tide of prosperity is coming in here in these six Northern states. The building movement simply shows that the mills and workshops have signs of a busy 1914.

## Try Out Your Campaign in the LOCAL DAILY NEWSPAPERS

of New England during this Spring when everything promises so well.

The daily papers will prove your plan quickly, and if all is right with your goods and prices will win favor for them with the New Englanders.

These 12 papers in these 12 cities will point the way for you.

Manchester, N.H., union and Leader Bridgeport, Ct., Telegram Lynn, Mass, Item New Haven, Ct., Register New Bedford Standard and Mercury Meriden, Ct., Journal Waterbury, Ct., Republican Springfield, Mass., Union Portland, Me., Express Worcester, Mass., Gazette Burlington, Vt., Free Press

of the canal. Venezuela may get a little mild stimulation from being near the new trade routes; Colombia will prosper a little by reason of easier water traffic between her two coasts, though Colombia is essentially a hermit country, and her low coast lands look a lot more valuable on the map than they deserve. Ecuador will certainly gain a good deal by getting on a straight-line, allwater route to New York, but Ecuador isn't overly important just now and probably won't be for a good many years to come. Peru is in line for a big boom and in position to take advantage of it, and this is even truer of Chile, which is brought far nearer the rest of the world by the new waterway. Bolivia, with no sea-front, will prosper, too, though her chief traffic problems are lo-cated on land. The Andes are more of a barrier than Cape Horn could possibly be, and it's overoptimistic to expect more than a mild activity in the back-country republic.

The commercial stimulus of the canal will certainly center, then, on Peru and Chile. The Central American countries will feel it, of course, but none of them has ever been very far away from a world market, at the worst, and any advantage Americans may derive will be heavily shared by Europeans, who will gain much more, proportionately, by the canal than we will, because we have always been in fairly close touch with the Pacific side of the isthmus through our own Pacific ports, while Europe has had no direct water route to that coast.

But even so, it does not do to forget that freight has been traveling across Panama to the Pacific ports, north and south, ever since Balboa blazed the trail, and of late years railway traffic has provided a very fair means of shipping via Panama to the ports of Ecuador and Peru and even Chile. The only change brought about by the canal will be the elimination of the cost and delays involved in the transshipments at Panama and Colon, beneficial, to be sure, but no fit cause for hysterics. So far as traffic toward South Ameri-

#### The One Sound, Logical, Low Cost Way to Get Results in

## Portland

is to use the only evening paper. Goes into more than nine out of every ten homes in Portland. This paper has 19,537 circulation and is the

## Evening Express

The EXPRESS not only leads in circulation but in display and classified advertising. It is the great paper of Portland.

JULIUS MATHEWS, Representative.

#### Opening for a Young Man who plans a career in the trade paper or magazine field.

A large publishing firm in New York City has a position for a young man that offers unusual opportunities for advancement immediately after the required business ability and desirable personal qualities have been proven. Experience with a publishing firm in some capacity would best equip the applicant for this work. Naturally a good education, earnestness, character and a convincing personality are essential. The work is attractive and interesting, but will require a man who is determined to make a success in the publishing field. In answering please bear these things in mind, otherwise the applicant will be told promptly that he is not the man. If your application indicates that an interview is worth while to all parties concerned this will be immediately arranged for.

"YOUNG MAN," Box 147, care Printers' Ink. The Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the first eight morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page

of every issue.

#### THE CHICAGO RECORD-HERALD

The demand for the February issue of

## PHYSICAL CULTURE

was 10,000 copies in excess of the supply.

Never in the history of the magazine has the circulation advanced so rapidly as at the present time. It has been necessary to increase the press run of the March issue 25,000 copies.

New York Office: 1 Madison Avenue O. J. ELDER, Manager

Chicago Office: People's Gas Building W. J. Macdonald, Manager

The Steadiest Growing
Magazine Advertising
Section in America

ca is concerned, indeed, the canal will have surprisingly little effect, considering all the roseate visions of our dreamers in that connection

Its far bigger service will be in its providing Peru and Chile with a better outlet for what they have to ship, for freight of a class which would not bear transshipment, and which has hitherto traveled the long leagues around the Horn or through the Straits to reach its market. The canal will make these countries prosper by bringing them nearer to the people who buy from them-and these people, sadly enough, are almost all Europeans. But, for all of that, when the boom starts on the west coast there is going to be business, and lots of it, for American houses, and business will be easier and more profitable than it is now by virtue of the shorter route and the lower costs. Who is going to get that business, and why, and how?

STRONG COMPETITION TO BE MET

Anybody with the slightest export experience knows that foreign trade is a slow-growing plant. The cleverest, keenest, most perexport salesman suasive start things moving in his direction by a flying trip and a hasty handshake. There is a lot of extravagant nonsense preached on this subject, of course, and undue emphasis is commonly placed on it, but there's enough truth beneath the fancies to deserve some serious thinking. It's hard to get a Spanish-American to change. He makes friends slowly in business, and his friendships last correspondingly long. The real secret of the German, and more particularly, the English grip on the South American market is here. For something over a century English merchants have been working that field, and the Germans have made up in cleverness and energy for what they have lacked in years.

We, by comparison, are newcomers. Our real export history, as regards South America, is a creature of the last fifteen or twenty years, and very largely of the last five or six. We are up against the inertia of a host of established institutions and longstanding habits, and that we have overcome them as much as we have is really nothing less than marvelous. But with all our zeal, with all our exceedingly clever selling methods—and there is no nation on earth which sells half as well as Americans at their best -we make only slow headway, and, individually considered, the business of our exporting manufacturers grows much more slowly than might appear from the increasing figures in the annual reports. a lot of which is due to the entry of many newcomers, rather than to the rapid growth of the earlier pioneers.

The man who is going to profit by the coming boom in Chile and Peru is the man who has been spending the last Tew years getting ready for it, who has fa-miliarized himself with the field, who has made the acquaintance of his trade, and who has already found a foothold for his goods, however slight. The better eshowever slight. The better es-tablished his footing, the greater will be his share in the prosperity which by all possible signs is about to appear all down the east coast. This is not saying that the door is shut to the beginner, for that is precisely the opposite of what this disquisition seeks to convey. The man who has already begun is that much ahead, the man who begins now will be that much ahead of the fellow who prefers to do a little more waiting. And there will be a considerable gap between the beginning and the cashing-in, at the very best. Export orders don't grow overnight except by very rare accidents.

#### THE RIGHT WAY TO BEGIN

How to begin? I can't lay down any hard and fast principle, except on the most general lines. Methods and means must differ widely in different lines and different circumstances. There is no sovereign recipe for export success, and no small share of our export mishaps grows out of an attempt to find precisely that imaginary "open sesame." But there is one principle which never fails to hold good, though it is not at

Largest Evening Circulation Largest City Circulation Lowest Rate Per Thousand Highest Aggregate of Results

## The Evening Gazette

15

### Worcester's "HOME PAPER"

Worcester, Mass., has more than 160,000 inhabitants and is the second city in population in Massachusetts. It is rich, prosperous and peaceful; there has never been a strike or lockout. The GAZETTE is the great afternoon daily, great not only from a circulation standpoint — 21,896 — but from all standpoints of Newspaperdom. Put the GAZETTE on your list for results.

JULIUS MATHEWS, Representative.

### Desirable New York Office For Rent

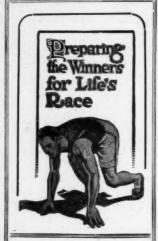
THE rapid growth of my business necessitates my removal to much larger quarters in the Cuyler Building, at 120 W. 32d St. On this account I offer, at a most attractive rental, the suite of five offices which I now occupy at 315 Fourth Ave.

These offices were formerly used as the business offices of Good Housekeeping. Offices are completely fitted, ready for you to move in and do business. Not a penny of expense needed for partitions, decorating or fixtures.

Excellent location for magazine or newspaper representatives, advertising agency, printer, etc. Offices could be used jointly by two or three concerns. Unusually reasonable rental, with three year lease.

Charles W. Hoyt

Advertising and Sales Management 315 Fourth Avenue, New York



One of a long series of Booklets for Y.M.C.A.'s everywhere. Planned, Written, Designed and Printed by JOSEPH S. EDELMAN Phone '144 Ortland'

### Ads – Set Right

Are you interested in having your ads set by men who are specialists in this work?

This means that your ads are not only more inviting to read but our specializing on this work insures low cost to you, plus best possible service.

Take advantage of our equipment of picked advertising type faces. Type is sharp and clean.

Inquire about our special prices for this work and the kind of service we can give.

Send for booklet, "Bradley on Typographical Display."

The Franklin Press, Inc. 243-249 West 39th Street New York

all peculiar to the Latin-American or any other field, and I am willing to go on record as declaring that no business can possibly succeed without observing it. A knowledge of the customer and his circumstances is an absolutely essential preliminary to any sound trade endeavor anywhere. This is worthy of special emphasis in the case of the circumscribed field to which I have been referring, for the reason that not one American in a thousand really knows any: thing worth knowing about any of the countries mentioned. Before trying to get business in Peru or Chile or Bolivia or anywhere else, make sure that you know —not guess or assume or believe —just what those countries are like, what kind of people live in them, how they make their livings, what they think and like and do and want and as much more of their vital statistics as you can grasp. This is a matter for the encyclopedia and the atlas, mostly. The information is really

very easy to get, if you once make up our mind that you want it. And it is safe to venture an-other general suggestion. If you can afford and can get a trained export man, especially if he is an American, you can dodge the whole question, provided always that you give him a reasonably free hand in his department. There aren't enough such men to go around, but there are plenty, nevertheless, and they're almost always worth a lot more than they cost. A good many small concerns, or firms whose export possibilities, at least, are small, are solving the problem by hiring an export manager in common. Five or six of them club together and get a first-class service which no one of them could use or pay for alone. Such joint efforts fail now and then, but there are enough notable successes in sight to justify the suggestion.

PUBLICATIONS THAT WILL HELP

Still another general suggestion, with exceptions and reservations, but applying excellently in the great majority of cases, is to get in touch with one or more of the sound and reliable publications

commonly classed together as export journals. These papers, of necessity, cater very intelligently to the beginner in export. In order to get and hold his advertising they have to make smooth his path in all sorts of ways, and, as a rule, they perform that function most admirably. Aside from giving sound, trustworthy counsel on general matters of policy, they provide translation services, tradelists and expert counsel on tradeliterature and credits, shipping and other incidental but important problems. A fair share of the successful exporters of to-day are graduates of this school. It doesn't always turn out shining successes, but its average is quite

respectable.

For the man who is past the beginning, and with specific reference to the Chilean and Peruvian markets, it is perhaps possible to strengthen his foundations for future business by sane use of local advertising. This doesn't pay, of course, unless the goods are on sale fairly generally, and attempts to use it on any large scale as an introductory instrument are likely to prove costly, to put the best possible light on But if the goods are in the market, even in a primitive, "spotty" degree, a little advertising in the excellent local papers will often show really surprising results, if wisely handled. There are splendid newspapers in all the important cities, and their rates and circulations are decidedly fair according to our standards. It takes a good bit of skill to handle them right, however, and no amateur ought to meddle with them for a minute.

Getting back to the canal, it's as well to remember that its formal opening date counts for little, except perhaps as a bracer for commercial confidence and optimism in the countries chiefly affected. Close at hand as the date seems to be, the canal will not really be open until something like a normal volume of traffic makes regular use of it. Before that happens there is time enough for much solid, sensible endeavor in the way of business-building, but not a day to spare for the man

The One Best City in New England To Try Your Plan in is

### New Haven

Connecticut

Population—183,605. Just the right size to measure results. A college city, the seat of Yale College, an industrial city, firearms, carriages, clocks and jewelry. A residential city, beautifully situated on the Sound, the home of capitalists and well-paid mechanics.

Progressive—New Haven is growing, each year sees the population with a wholesome increase. Her building trades are flourishing. The industries are permanent and profitable. The

### **Evening Register**

is the great daily of this ideal New England city. The circulation is 19,236 and while the Register sells for 2 cents it distances penny competitors.

The Register leads in display.

The Register leads in classified.

JULIUS MATHEWS, Representative.

For several months we have tried by reasonable argument to convince advertisers on four points.

1st, that Swedish trade is just as valuable as that of any other nationality.

2nd, that the purchasing power of the Swedish population is greater per capita than that of any other nationality.

3rd, that it is not possible to reach the Swedish population efficiently by advertising in publications not printed in the mother tongue of the folks to be reached.

4th, that HEMLANDET, America's first Swedish newspaper, stands supreme as the best means of influencing the most progressive element in America's Swedish population.

Now, what can we do in addition to what has already been done to convince you, Mr. Advertiser, that HEMLAN-DET is worthy of greater consideration than you are giving it?

Remember, our Service Department will, without charge, translate your advertisements into the Swedish vernacular, preserving the American advertising idioms to the greatest possible degree.

#### **HEMLANDET COMPANY**

1643 Transportation Bldg., Chicago, Ilinois.

## Manager

# Partner Wanted

We must increase our A. A. Billposting and Painted Display plants in Santa Clara, Santa Cruz and Monterey Counties, California, at once to take care of 1914 and 1915 orders and centralize management in San Jose for this territory.

Young married man preferred.

Investment of \$30,000 required for one-half interest.

Predetermined income guaranteed.

The chance of a lifetime to come to California and get into one of the fastest growing industries in its richest and mildest climated valleys.

### J. Chas. Green Co. BILLPOSTING

City and Country, Bulletins and Walls

Home Offices—SAN FRANCISCO

Branches
San Jose Santa Cruz Richmond Vallein San Rafael

Richmond Vallein

who really means business. The longer he waits the stiffer the competition he is going to find—competition not entirely European, either. The hardest competitor to face in the foreign field everywhere—near-patriotic buncombe to the contrary notwithstanding—is pretty sure to be the American competitor who has beaten you to the opportunity.

beaten you to the opportunity.

The foregoing article is an analysis from the view-point of the export advertiser. export advertiser. An official statement of the matter is naturally somewhat more enthusiastic. The opening of the canal realizes one of the dreams of John Barrett, director-general of the Pan-Union, head-American with Washington. quarters at a statement prepared for PRINT-ERS' INK Mr. Barrett says:

"I indulge in no exaggeration when I prophesy that the greatest material, economic and commercial development which any section of the world has known will characterize South America and portions of Central America during the next ten years. This observation is not made casually. It is the result of long study and

constant observation.

"It is now nearly fourteen years since I first became interested in our sister republics. It has been my privilege to be United States Minister in three of them, namely. Argentina, in the southern end of South America; Colombia, in the northern end of South America. and Panama, which connects North and South America. For seven years, moreover, by choice of all the American Republics, I have been the executive officer of the Pan-American Union, which is the international official organization of the American Republics, devoted to the development of commerce, friendship and peace among them.

"No greater and more favorable influence could be exerted upon the foreign trade of the United States than that its vast exporting and importing interests should, during 1914, direct their energies toward the building up of the exchange of trade with the twenty countries that reach from Mexico

and Cuba on the north to Argentina and Chile on the south.

"The approaching opening of the Panama Canal is an emphatic warning to the business men of the United States that they must be 'up and doing.' The nearing completion of this wonderful waterway should cause every importer and exporter of the United States to be studying the markets of the countries reached through the canal or affected by the canal. The efforts of the business men of England, Germany, France, Spain, Italy and Japan should spur the business men of the United States to corresponding efforts. There is hardly a great exporting, manufacturing or importing firm of Europe, Japan, South America and Australia that is not investigating the real meaning of the Panama Canal. If the commerce of the United States would get its share of the benefit from this waterway, it must be exerting itself correspondingly.

"'Is the field worth while?" asks some constituent of PRINT-ERS' INK. Let us see. Last year the twenty nations of Central and South America conducted a foreign trade-that is, bought and sold products with the rest of the world-valued at the magnificent total of \$2,500,000,000. This vast sum seems all the more remarkable when we remember that it represents an increase of \$1,000,-000 during the last ten years. they can conduct a trade of this size without the canal and before they are fully appreciated by the rest of the world, it is difficult to foretell the splendid progress they must make when the canal is completed and when they are generally appreciated by all countries.

"Another constituent of PRINT-ERS' INK may ask: 'What is the share of the United States in this commerce, or is not the United States too far behind other countries to get any advantage from it?' Let me here smash a 'bogie' to the effect that the United States is not doing well in Latin America or developing a large trade there. Last year the United States bought and sold products with Latin America valued in excess of

#### 100,000 Vigorous Boys Want Your Product!



TELL them what you have! There's hardly a thing under the sun that a boy doesn't want—and he 'most always gets it.

Advertising in

### Boys' Magazine

will sell your product. Tell these young people why they need your goods—and they'll sell like hot cakes. Other advertisers have found it pays—why not you?

50c a line. 45c a line for 2 page or more.
THE SCOTT F. REDFIELD COMPANY
Publishers Smethport, Pa.
Western Representative, Jas. A. Buchausi
1313 Marquette Eldg., Chicago, Ill.



#### I Invested \$15.00 For This Space

to get in touch with a manufacturer, advertising agency or publisher who will give me a start. Have several years' experience in sales and office and studied

Have several years' experience in sales and office and studied advertising for two years. Can write good, forceful English and am willing to start at a moderate salary.

JOHN W. KLENCK, 523 W. 187th St., New York. \$800,000,000, which, in turn, represents an increase of nearly one hundred per centum in the last ten years. This growth may be due very likely in a large measure to the propaganda of the Pan-American Union, which has for years been trying to awaken American manufacturers to the importance of the field. But no matter what or who is responsible, it is true that to-day the United States is developing its trade in Latin America as rapidly as is Germany, England, France and other foreign countries. And yet the United States has only begun to accomplish what is possible.

"The greatest need of the hour is that the commercial, the political, the educational and the social leaders of the United States shall be appreciative of Latin America and the Latin Americans, shall realize the mighty resources and potentialities of that part of the world, and shall duly respect our sister republics for what they really are. We must get away from an attitude of patronage or superiority and treat them on the same basis as ourselves. We must think of providing a market for them in the United States as well as providing a market for our-selves in their midst.

"It is difficult to measure the opportunities that will come as a result of the opening of the Panama Canal. When that 'water bridge' between the Atlantic and Pacific is completed, the steamers of the Gulf and Atlantic coasts of the United States will, within a few days' steaming, for the first time in history come into quick and immediate touch with that wonderful coastline of Latin America which reaches for 8,000 miles from the California-Mexican line southeast to the Strait of Magellan-a coastline formed by about a dozen Latin-American countries, and upon which debouch nearly 25,000,000 human beings, who conduct now, without the canal and in an isolated position, an annual trade valued in excess of \$600,000,000. When the canal is completed and when this whole coastline is in close proximity to the Southern and Eastern sections of the United States, that trade should soon grow \$1,000,000,000 and more."

#### Seeks to Repeal Portions of Newspaper Law

Representative T. Hampton Moore, of Pennsylvania, has introduced a bill to repeal all the provisions of the so-called newspaper publicity law except that which requires periodical publications to mark as "advertisement" all news and editorial matter printed in consideration of money or anything of yalue.

editorial matter printed in consideration of money or anything of value.

The part of the newspaper publicity law which Mr. Moore seeks to repeal requires that all publications shall furnish to the Post Office Department a sworn statement setting forth the names and addresses of responsible editors and other managers, and the names of the owners, or stockholders, bondholders, or other security holders, and shall publish this statement, and in the case of a daily newspaper, the statement to be sworn to and published must contain figures of the circulation of the newspaper. Magazines and weeklies are not required to disclose their circulation.

"I have always contended that such a

disclose their circulation.

"I have always contended that such a law is discriminatory and special legislation," said Mr. Moore. "No other corporation is required to furnish the public with information about the operation of its private affairs. It is therefore class legislation and should be repealed."

#### "Safety First" Trust Company Campaign

The "Safety First" idea has also been adopted by the Cleveland Trust Company, Cleveland, Ohio. Under the heading "Safety First," each piece of copy gives a series of safety rules numbered consecutively. Among the safety rules are: "Continuous daily audit," "Joint control of securities and cash," "Same policies for main office and branches," "Prohibiting loans to its own directors and officers."

### Butterworth, Advertising Manager New York "Herald"

Benjamin T. Butterworth, advertising manager of the New York Telegram, has been appointed advertising manager of the New York Herald, succeeding E. D. DeWitt, who is now general manager of the Herald. Mr. Butterworth retains his connection with the Telegram.

#### Mediums in Lipton's Campaign

It is announced that the magazine campaign for Lipton's tea, coffee and other products will be in addition to the other forms of publicity now being used.

John W. Hanson, formerly with the New York office of Nelson Chesman & Company, has joined the staff of the Bates Advertising Company, New York.

IN the POSTAL LIFE INSURANCE COM-PANY you receive the Commissions that other companies pay their agents.

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nd nd he or sh

to of

Whether you call at the Company's offices, or whether you write, you make a guaranteed saving corresponding to the agent's commission the first year, less a moderate advertising charge.



Postal Life Building 35 Naman St., New York

This first-year Commission Dividend ranges up to

### 40% of the Premium on Whole-Life Policies

That's for the first year; in subsequent years POSTAL policyholders also receive the Renewal Commissions other companies pay their agents, namely 7½%; likewise they receive an Office-Expense Saving of 2%, making up the

#### Annual Guaranteed Dividend of in the Policy

And after the first year, POSTAL pays contingent dividends besides, depending on earnings as in the case of other companies.

NEW YORK

#### STRONG POSTAL POINTS

First: Standard policy-reserves, now nearly \$10,000,000. Insurance in force nearly \$50,000,000. Second: Old-line legal re-

serve insurance—not fra-ternal or assessment. Third: Standard policy-provisions, approved by the State Insurance De-

partment. Fourth: Operates under. strict State requirements and subject to the United States postal authorities.

Fifth: High medical standards in the selection of risks.

Sixth: Policyholders' Health Bureau provides one free medical examination each year, if desired.

Such is the POSTAL way: it is open to you. Call at the Company's offices if convenient or write now and find out the exact sum it will pay you at your age—the first year and every other.  THE PLEASE MAIL IN PLEASE MAIL IN INSURANCE PARTICULARS for my age and every other.
INK for February 5th.
Postal Life Insur- OF Full Name
ance Company
Wm. R. Malone, President Baact Date of Birth
No agent will be sent to visit you. The POSTAL does not employ agents, but gives policy-holders the benefit of agent's commission.

### PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. Romer, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, Julius Mathews, Manager. D. S. Lawlor, Associate Manager.

Atlanta Office: Candler Bldg., Gro. M. Kohn, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra; Canadian Postage, fifty cents.

Advertising rates; Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 5, 1914

Thinking
Needed

Needed

Louis A. Coolidge, treasurer of the United Shoe
Machinery Com-

pany, in an address before the National Shoe Retailers' Convention, said: "If I wanted to convince the people of the United States of the merits of a proposition affecting the shoe machinery business, and could first convince the intelligent retail shoe merchant, I should feel that my case was won." It is a significant remark, in that it recognizes what is so often overlooked by those who deal with the public only indirectly, that the consumer is the only stable factor in the business equation, and that no matter how far he may be removed from a manufacturer's immediate concern, his is the verdict that counts in the last analysis.

Mr. Coolidge's concern does not sell goods to the general public, nor to shoe dealers, nor jobbers; it deals only with the shoe manufacturer. Yet Mr. Coolidge seems to think of it as a part of the shoe industry, as a unit, and not simply as a source of supply for the separate business of shoe

manufacturing. His whole address is a good example of the broad-gauge thinking which is rapidly doing away with the old attitude of "I sell only to jobbers, what do I care for the public?" Whatever may be the outcome of the present Governmental investigation of the United's business affairs, it is pretty certain to be decided upon the merits of the case as affecting the industry as a whole.

More and more every day the large business responsibilities are being placed upon the shoulders of men who can think in terms of whole industries; who can see something beyond the mere getting of enough orders to keep the plant There are multitudes of concerns in this country which could well afford to come much closer to the ultimate consumer than they have been in the habit of doing. Some of them are finding it out every day, and the advertising men are helping them. But it takes advertising men who can think in terms of whole industries, too.

Standard Sizes for Catalogues

The recommendations of the Technical Publicity Association for the adoption

of standard sizes for catalogues seem to be pretty well considered. There is much to be said in favor of, and few arguments against the establishment of two sizes for catalogues which would make filing convenient. Every purchasing agent who has struggled with the problem of keeping for reference a pile of books, ranging in size from a No. 6 envelope to the top of a desk, will say amen to the association's proposals.

It seems to us that this new undertaking is much more likely to meet with approval than the earlier efforts of the association to bring about a standard size for trade and technical papers, for the reason that the catalogue is primarily an advertising device, while the trade or technical paper is primarily something else. The latter must satisfy its subscribers first of all, else it can render no

adequate service to advertisers. There are usually very cogent reasons for the maintenance of a specific page size,—such as the pocket size of Printers' Ink, for example—and the change to a standard type-page of 7x10 inches could not possibly benefit advertisers if subscribers were less satisfied with it. It has sometimes seemed as though the advocates of the standard page lost sight of the fundamental fact that the advertiser is buying an audience, rather than a certain number of square inches of space.

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square inches of space.

Those arguments, however, do not apply to the catalogue. The catalogue publisher has only one group of individuals to satisfy; his customers and possible customers. If it be true—and we think it is—that the largest customers for catalogued goods are inconvenienced by reason of the almost endless variety of catalogue sizes, the adoption of a standard would be a benefit to all concerned. One readily accessible catalogue in the purchasing agent's file ought to be worth at least half-a-dozen which are locatable only with the help of

Teachers
Want a Pressports that at a recent meeting at Topeka, the Kansas State Teachers' Association decided to secure the services of a press agent, "to provide news of association activities to the newspapers of the State." It is impossible to resist the temptation to print again the remarks of the editor of the Cynthiana. Ky., Democrat:

the office boy and a card-index.

If the country newspapers printed one-fourth of the stuff sent out by the agricultural station, the horticultural society, the humane societies, the Y. M. C. A., the Sunday School conventions, the suffragettes, the Anti-Tuberculosis Association, the prison commissioners, the Panama Exposition, the American Medical Association, the anti-white slavers, the anti-poisoned needle squad, the candidates for United States Senator, the United States Geological Survey and the scores of other "causes" which seek free advertising space, there would not be room left to comment on the state of the weather and call attention

to the new paint on Si Perkins' old barn, thereby depriving the city papers of their chief source of humor.

Perhaps it is futile to point out the fact that the use of a discredited method of publicity ought to be beneath the dignity of an association of educators. But pretty nearly any practical advertising man could tell them that the utilitarian object would be better served by saving the press agent's salary to buy real advertising space.

By the way, what has happened to the advertising campaign of the Panama-Pacific Exposition? Is it possible that anybody out there is obsessed with the pressagent idea?

Special
Department
for Export
Advertising
cessity of a special advertising
department for this branch?

How many American firms who are doing an export business
realize the necessity of a special advertising

Yet there is this necessity, if returns are to justify the endeavor. European manufacturers, the Germans especially, have advanced a great deal further along these lines than ourselves, and this is without doubt one of the reasons for their success in the export field.

Recently PRINTERS' INK saw a catalogue prepared by a German hardware and tool house for its South American business. Not only were the items copiously illustrated, but the descriptive matter was given fully in German, English, Spanish, Portuguese and French, while prices were listed in parallel columns in the various currencies, so that no matter what the nationality of the reader, he had full comparative facts and figures at his fingers' ends.

Of course, such a book is expensive, in the first layout, but when one stops to consider the magnitude of the interests involved and the fact that comparatively little other expense is incurred, it surely seems as if Americans might profitably follow such a lead.

It is not sufficient merely to translate an American ad into the

foreign language word for word as is too often the case with the publicity prepared for export trade. The native idiom (in Latin countries especially) is vastly different from our own and the advertising material, whether display, booklet, catalogue or folder, should receive careful consideration from this point of view or its effectiveness will be lost entirely.

Another point which should be studied is the style of advertising current in any given country. In some cases there will be a demand for outdoor displays, such as posters, etc., and newspaper advertising would show far less pulling power. It is well to study the desires of your customers in these matters and not (as is, unfortunately, only too often the case) to prepare a quantity of material regardless of whether it can be used by the people who trade with you or not.

If would-be exporters would devote as much care and attention to their foreign advertising as they do to their home publicity we should hear less of the failure of the export trade as a paying proposition. Even in England, although the languages are similar, it has been found that American copy, as a rule, fails to bring the expected results. How much more so will this apply in countries where language and customs alike are as far apart from our own as the poles themselves are separated.

Bills have been The introduced in the Registration House and Sen-ate at Washingof ton by Repre-Designs sentative Oldfield and Senator James, chairmen of the respective patent committees, which provide for the long-desired registration of designs for manufactured goods. Much of the credit for this achievement is due to the Federation of Trade Press Associations, whose committee appointed at the annual convention last fall brought about a convention of manufacturers in November last, and the establishment of

a National Design Registration League.

The bills, which are identical in terms, provide for the registration and protection under the patent laws of any original design as embodied in or applied to any manufactured product of an art or trade. The maximum period for which protection shall be granted is fixed at twenty years for thirty dollars. Shorter terms are provided; ten years for ten dollars, and one year for a dollar, and the shorter terms may be extended to the twenty-year maximum by the payment of an additional fee of five dollars per extension. Several classes of commodities are indicated with respect to which design patents are specifically recognized: Machines, stoves, vehicles; textiles; floor and wall coverings; furniture; type faces, electrotypes and cuts; clocks and jewelry; lamps; packages; pictorial designs not subject to copyright; and a class of miscellaneous articles not otherwise specified. It is provided that notice of registration may be given to the public either by printing a notification upon the articles themselves, or by attaching a tag bearing the notice.

It is a pleasure to commend without qualification the spirit and intent of this proposed legislation. We have not studied the bills in detail, and are not qualified to do so from the standpoint of patent experts. But every advertising man ought to welcome and support this latest effort to do away with one of the chief aids to substitution. It should tend not only to make advertising more efficient, but also to increase the volume of advertising quite materially.

Opposition to the bills, we fancy, will be based mainly upon technical grounds, and upon that aspect of the case we are not qualified to speak. We do not imagine, however, that anyone is likely to oppose them because he frankly wants the right to pirate designs, and as general measures for the advancement of a sound business policy in some form they ought to pass.



Mr. Grey, the chief correspondence clerk, dictated all morning to his stenographer. She transcribed all afternoon, and at 6 o'clock was nowhere near through. Now if the

Mr. White, the senior partner is away, so his stenographer spends her time reading and doing fancy work.

Mr. Black, the junior partner, had only six letters to dictate, so his stenographer gets through and goes home early.



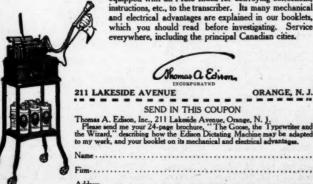
### **Edison Dictating Mac**

Prevent substitution, Specify "Made by Edison"

was being used in this office, the typewriting work could be equally divided, all the letters would be written before closing time, nobody would be overworked, and no time would be wasted, for anyone can understand letters dictated this way as easily as a telephone conversation can be understood.

The Edison Dictating Machine has been developed to its present advanced design by a corps of experts under the personal supervision of Thomas A. Edison. It is the machine approved and labeled by the Underwriters' Laboratories, Inc., under the direction of the National Board of Fire Underwriters, and the only dictating machine equipped with an Auto Index for conveying corrections,

instructions, etc., to the transcriber. Its many mechanical and electrical advantages are explained in our booklets, which you should read before investigating. Service everywhere, including the principal Canadian cities.



#### Advertisers on Good Window Advertising

The art and science of window adver-tising and the dressing of store windows to attract trade was the subject of three interesting addresses by representatives of Philadelphia firms at the January eduof Philadelphia hrms at the January edu-cation meeting of the Alumni Associa-tion of the Department of Pharmacy, Temple College in College Hall, Philadel-phia, last Thursday evening. H. Evert Kendig, president of the association, pre-sided and the professional discussion was preceded by general remarks by Dean John R. Minehart, of the University De-

John K. American, or the Conversal partment of Pharmacy.

The special guests of the organization numbered more than one hundred city druggists. Jerome K. Koerber, director of displays for Strawbridge & Clothier's Philadelphia desartment store, spoke Of displays for Strawbridge & Collect Philadelphia department store, spoke from thirty years' experience in the art of mercantile and window displays and pointed out the direct good results from

pointed out the direct good results from vell-kept windows.

Dr. F. B. Kilmer, of New Brunswick, advertising director of the Johnson & Johnson Company, who was the leading factor in recent national advertising campaigns that made him known to druggist in the country and who now edits the Red Cross Messenger, gave gave many instances of increased sales brought about by window displays. A series of stereopticon views of model displays in Philadelphia drug stores was an adjunct of an address given by Charles C. Green. The elimination of mechanical contrivances from show windows and simplicity of display were urged by all the speak-

#### Barrett Smith in New Field

Barrett Smith has resigned as advertising manager of the Stone & Webster Engineering Corporation, Boston, to go into special advertising work for himself. He will still give part of his time to the Stone & Webster advertising. He plans especially to develop the advertising of the larger power corporations of the country. While a great deal of advertising has been done by corporations in this field, he believes that there are great possibilities of development.

#### Dinner of Advertising Women

"Things That Are Hard to Advertise," will be the topic for discussion at the dinner, February 10, of the New York League of Advertising Women. "Danc-ing," it is announced, will follow a plantation dinner.

### Doubleday, Page's Coast Office

Doubleday, Page & Co. have opened a Pacific Coast office. E. K. Hoak, representative of Sunset Magasine, is in charge.

William J. Crompton, of the advertising department of the New York Journal of Commerce, was elected president of the Daily Ad Men's Club at the annual meeting of the Ad Men's Club, on Monday, January 19.

#### "Scientific American" Wins Judgment

In conformity with his finding that the Americana Company and its co-defendants were indebted to Munn & Co., publishers of The Scientific American for undelivered subscriptions to the Munn Company publications, reports the Newark, N. J., News of January 28, Vice-Chancellor Emery has signed a decree requiring the defendants between them to pay \$47,518.17, with interest from December, 1911, the time of the filing of the bill. The decree puts the cost on the defendants, and directs them to pay a fee of \$5,000 to Fort & Fort, counsel for Munn & Co.

The claim for an accounting was based on a contract under which the

based on a contract under which the defendants published the Encyclopedia Americana with a certain degree of backing from Munn & Co., in return backing from Munn & Co., in return for which the defendants were to de-liver annually 10,000 subscriptions for the Munn company's publications for the Munn company's publications at the reduced rate of \$3 each. The contract was made in 1904, and in an earlier decision Vice-Chancellor Emery held it to have been abrogated in June, 1911.

A decree based on that finding, entirging with further true by the nuther

A decree based on that finding, enjoining the further use by the publishers of the dictionary of the corporate name "American Scientific Compiling Department," was appealed from
at the time it was filed, with the result
that the injunction was stayed, pending the appeal. A preliminary restraining order granted by the Vice-Chancellor, fully as broad in its scope as the in-junction decree, remained in force.

#### Percy Joins Eaton, Crane & Pike Company

Carl G. Percy, former advertising manager of Grosset & Dunlap, reprint publishers of fiction, and editor of the concern's house organ, The Business Promoter, has joined the advertising department of Eaton, Crane & Pike Co., the paper manufacturers of Pittsfield, Mass. Mr. Percy's former connections. the paper manufacturers of Pittsneid, Mass. Mr. Percy's former connections have been as advertising manager of Scrantom, Wetmore & Co., Rochester; advertising manager of the Rochester Railway & Light Company, and with an advertising agency in Seattle, Wash.

#### Parr, Sales Manager, Hart & Hegeman

McKew Parr, for two years advertising manager of the Hart & Hegeman Manufacturing Company, Hartford, Conn., has been appointed general sales manager of that company. Mr. Parr is a graduate of West Point and has been associated with Hart & Hegeman since

#### New Philadelphia Agency

The J. H. Cross Advertising Company has entered the advertising agency field in Philadelphia. J. H. Cross is president, D. D. Christman, vice-president, and H. J. Kane, secretary.

#### Royal's Campaign for New Model

HE Royal Typewriter Company evidently believes there is an opening for another machine in the typewriter market, judging by its energetic campaign for the new No. 10 model, which it has lately introduced.

The new machine differs materially in appearance from the older Royal pattern, and is more simi-

Announcing the Royal Master-Model 10

Price \$100

(In Canada \$125)

which is featured in the heading and fully amplified in the accompanying text.

The entire series are distinctly of the "reason-why" type, while the price of the new machine is a prominent feature of each announcement.

The introductory copy features both the new No. 10 and the original No. 5 machine, and, while ample space is given to the former, care is also taken to point out that the latter is still on the market,

and that it, too, has its claims for consideration.

For the remainder of the series, each ad features some claim of the machine under a series of catchy headings such as "The Machine with a Personality," "The Machine Which Need Not Be Traded Out," "Perfect Presswork," etc., the entire series forming a concise statement of the case for the new typewriter.

It is understood that, in addition to the popular magazines, it is proposed to enter the technical field, using more especially the magazines devoted to business efficiency and office equipment.

#### Candee, Director of A. N. A. M.

A. M. Candee, adver-

A. M. Candee, advertising manager of the National Enameling & Stamping Company, Milwaukee, Wis., has been elected a director of the Association of National Advertising Managers. Mr. Candee was elected to succeed Roy B. Simpson, in consequence of the latter's resignation as a director, due to his having severed his connection as advertising manager of Roberts, Johnson & Rand, St. Louis, Mo., a member of the association. tion.

THE flaves presswork of the new Royal Master-Model 10 carries
the high-grade business message in 3s fine form as your thoughts
themselves! Royal presswork reinforces the result-getting power of
your business letters—lor it adds the forceful stamp of guality to
every letter you sign. Heretofore, you have been
obliged to accept a standard of typewriting inferior
to high-class printing, vet you would not accept your
presswork. "created by the Now Royal "16," it is no
longer necessary to accept inferior typing in your
office. office. Pick up the letters you have signed to-day. Examine them we a sample of the faultiess presswork of the Royal? On which kind of typing will you send your signature to represent YOURSELF? Which one will you trust to convey unmistahably to the world the character of your house? Get the Facts!

Get the Get ROYAL MODEL.

MACHINE WITH A PERDICALITY—But one development to State the Tests Past.

Get the Get ROYAL TYPEWRITER COMPANY, Inc. NEW PULL-PAGE MAGAZINE COPY lar in its details to the standard lines of other makers.

"The Typewriter of Perfect Presswork"

The advertising campaign, which commenced with the January issues, covers the principal national weeklies and monthlies, with different copy and layout for each medium. Both single pages and double spreads are being used, each piece of copy taking up one talking point of the machine.

M. V. Tucker has resigned as assistant advertising manager of The American Boy to join the Detroit office of the J. Walter Thompson Company.



Complete File of Printers' Ink at the Philadelphia headquarters of N. W. AYER & SON

### Complete and Bound

"Our house has been a regular subscriber to PRINTERS' INK from its beginning."

"Your publication improves with age. It would seem that little news of real value in the advertising world escapes it."

"It has been our pleasure to journey with you cover to cover through each and every number."

"PRINTERS' INK'S life to us and to countless others, has been a life of practical help and usefulness."

-A few excerpts from the published statements of N. W. Aver & Son.

Not every advertising agency or advertiser is fortunate enough to have a complete bound file of PRINTERS' INK, but there is nothing to prevent making a beginning with 1914.

Set of 4 quarters-\$8.00 postpaid.

Printers' Ink Publishing Co.
12 West 31st Street New York

#### Ohio Dealers to Fight Competition with Ads

HIO hardware merchants are about to combat mail-order competition with the aid of newspaper advertising, according to a recent interview with James B. Carson, secretary of The Ohio Hardware Association, which appeared in the Toledo Times.

"These big mail-order houses advertise, and our local hardwaremen must advertise to compete with them," Mr. Carson says. "The Ohio Hardware Association at its Toledo convention, February 24, 25 and 26, hopes to give this matter considerable attention. plan to so strengthen our county organizations that hardware men in every section of the State will not only advertise the goods on their shelves, but will buy space in the newspapers to call the attention of the residents of their communities to the folly of sending money to the great cities when they can buy goods as cheaply or cheaper at home, and at the same time keep their money within home circulation."

The Ohio Hardware Association comprises close to 1,000 merchants which means that if the contemplated action takes place and works out well it can probably be adopted by a large number of associations which are now in thirty-eight States and comprise

the national association.

Following the appearance of the interview with Mr. Carson in the Toledo newspaper, PRINTERS' INK asked Mr. Carson to give more details relating to the proposed local newspaper campaigns and he gave the following inter-

esting reply:

"I note what you say in regard to the news item in the Toledo Times, but I think you have put the wrong construction as to our intentions, as I am sure the Ohio Hardware Association does not intend to wage a campaign against any one, but it is going to wage one for itself.

"We have no fight with anybody, and I cannot understand why if we adopt modern ways

and means to take better care of ourselves, the same that are being used successfully by others, that the cry should go forth that a war of extermination is going to be carried on against such and such a party, whoever it may be.

"There is no doubt that the newspapers in Ohio do more in molding public opinion than all other forces combined, and I am sure they will be glad to lend their influence in building up their home communities if we will work hand in hand with them. This our merchants must do.

"The sentiment of the hardware dealers in every State is about the same, and the awakening is not confined to Ohio, nor are the troubles of Ohio hardware dealers greater than those of any other State, but our mer-chants have come to the conclusion that one's business should be treated as one's physical self, and when there is trouble, the case should be diagnosed and the remedy applied."

"Big Space" in Car Cards

What is undoubtedly one of the first steps of national advertisers to achieve greater prominence for their single car-

greater prominence for their single carcards is evident in new street-car and
subway advertising just issued by The
American Tobacco Company, New York,
in favor of Egyptienne Straights Cigarettes, retailing at ten for ten cents.

Three cards are used to give prominence
to one in this phase of the company's
publicity, a center card bearing the
familiar copy of Egyptienne Straights
being flanked by border cards. The
flank cards contain striking silhouettes
of a horse's head, pointing toward the
center space, with the result that thrice
the usual amount of space is employed the usual amount of space is employed to give prominence to what the advertiser says.

Partola Giving Stock as Bonus

The Partola Mfg. Co. of New York, one of the advertisers of laxatives, one of the advertisers of laxatives, has come out with a new offer to the druggist. The company is offering one share of its stock, valued at \$10, with every order of goods amounting to \$53. The dealer does not have to take the entire amount but must take at least five dollars every month. Formerly, in order to obtain a share, the dealer had to buy \$100 worth.

The Peden Iron & Steel Company, of Houston and San Antonio, Tex., is using the newspapers in the South to popularize the "Americanax" brand of axes and hatchets.

#### Rate Problems of Small Town Dailies

A N attempt is being made to unite about thirty small town daily newspapers in Missouri for the purpose of standardizing advertising rates, bettering business managements, and the promotion of more and a better class of foreign advertising. . Several meetings have been held to perfect plans of organization. The latest meetings were held at St. Louis, January 16 and 17. At that time a commission of three was appointed to outline a definite plan of organization which will be adopted at another meeting to be held in May. It is proposed to pool the circulations of the group, employ a foreign representative and inaugurate an advertising campaign.

And here is where the problem

The thirty dailies which will be included in the organization have combined net circulation of about 75,000, which ranges all the way from 500 for the lowest to about 9,000 for the largest circulation represented at the meeting. In addition to this, almost all of the papers publish weeklies with circulations running from 600 to 2,500.

Is it possible to have a flat rate to cover these dailies and weeklies? If so what should it be?

The rates now received for foreign advertising are just a little bit more unsettled than freight rates were a few years ago before the Government said it was illegal to buy "from the inside."

The same thing was shown in the recently published "Gilt Edge List" of newspapers where rates for 1,700 circulation varied all the way from six cents an inch

to fifty cents.

It was shown at the meeting at St. Louis that there is no such thing as an average advertising rate for 500 circulation, 1,000 circulation, 1,500 circulation or 2,500 circulation, for in some cases the 2,500 man was getting less than the publisher with half that amount. In short it was shown

that the average running from three to five cents an inch for each thousand circulation for . papers of large circulation certainly does not hold good for the small daily published in a city of less than 15,000 population. Furthermore it can't hold good in the small daily where the cost of production of an inch of advertising has been pretty well established at about five cents an inch.

The plan that will be adopted will probably establish a flat rate for circulations ranging from 500 to 1,000, 1,000 to 1,500, 1,500 to 2,000 and so on, which seems the only way out of it. And here is where the commission desires information from national advertisers and agencies. What should

these rates be?

A. N. A. M. Membership Changes

Changes
The following concerns have become members of the Association of National Advertising Managers: General Fire Extinguisher Company, Providence, R. I., represented by Henry A. Carpenter, manager, publicity and promotion; The Stenotype Company, Indianapolis, Ind., represented by W. J. Roth, manager, advertising department; Bigelow Carpet Company, Lowell, Mass., and Clinton Wire Cloth Company, Clinton, Mass., both represented by E. B. Fraser, advertising manager, 98 Summer Street, Boston, Mass.

The following changes have occurred

both represented by E. B. Flaser, advertising manager, 98 Summer Street, Boston, Mass.

The following changes have occurred in membership representation:
Chalmers Motor Company, Detroit, Mich., now represented by Lee Anderson, advertising manager, vice H. W. Ford, secretary and assistant general manager, now president, Saxon Motor Company, Detroit; General Roofing Manufacturing Company, East St. Louis, Ill., now represented by Walter C. Garwick, advertising manager; National Oats Company, St. Louis, Mo., now represented by John C. Reid, vice-president; M. Rumely Company, Laporte, Ind., now represented by J. B. Benson, advertising manager, vice L. W. Ellis; The Sherwin-Williams Company, Cleveland, Ohio, now represented by C. M. Lemperly, vice Clyde E. Horton.

Lyon Planning to Introduce Dental Cream

I. W. Lyon & Sons, New York, will shortly put a dental cream on the market, in 10 and 25 cent sizes. The market, in 10 and 25 cent sizes. The method of introduction has not yet been decided upon, although it is understood that there will be no national advertising until considerable work on dealers has been done. I. W. Lyon & Sons are alone among the advertisers of dentifrices in featuring only a pow-

### Urges Higher Prices for "Novelty" Brands

S OME of the advanced thinkers in the collar industry believe that the retailer has a splendid opportunity to educate consumers to buy collars at a higher price than two for a quar-ter, says Men's Wear. The main argument in favor of advanced prices is that the novelties that have been introduced can be sold at 20 cents or three for 50 cents. In the last few years many mechanical improvements have been patented by various collar houses, which have somewhat increased the cost of production. Furthermore, many different fabrics have been introduced that have become very popular, and in introducing piques, satin stripes, etc., the manufacturers have found that there is a much larger field for these fancy fabrics, provided the retailer can secure a better price. The makers believe that the retailer can create a better demand for collars to retail at three for 50 cents and up. One concern in Troy has produced a collar which will sell at \$6 a dozen, and which, retailing at 75 cents, has sold in large quantities. This seems to rest entirely with the retailer, and the manufacturers state that the retailers who have appealed to the customer on the basis of style have been unusually successful in securing better prices and better profits.

Manufacturers have introduced new machinery in order to reduce the cost of manufacturing collars, but so far have not been able to cut the cost sufficiently to offset the advanced expense of selling. The traveling expenses of salesmen have increased very materially in the last few years, and it is the consensus of opinion that the time is not far distant when it will be necessary to break away from the two for 25 cents stand-The prices of fabrics which enter into the construction of the collar have been forced to a point where they encroach upon the profits of the collar manufacturer. who either has to substitute a fabric of inferior quality or advance the wholesale price.

Manufacturers have in the last two or three years been studying how to eliminate gratuities, such as brass signs and store improvements, and even putting in new store fronts for retailers. Some retailers have played one manufacturer against another in an effort to secure these premiums on their trade, and as a result a general reaction is setting in. It is a known fact that one prominent Troy house, with the starting of the new year, absolutely refuse to secure new trade on any basis other than quality; in fact, many other houses are seriously considering the elimination of gratuities owing to the increased cost in the production of collars. It has been pointed out that, although the manufacturers are largely blame for the abuses that exist in the trade to-day, they are quietly working to eliminate the trouble that has been occasioned by this practice, which naturally adds to the cost of collars.

Grocer on High Cost of Living

In Youngstown, Ohio, lives a grocer with a personality. He is an advertising grocer, who writes his own advertisements, and some of them are unique. Here is a recent one:

Here is a recent one:

"Some of you people give me a pain about the high cost of living. You don't know any more about it than my kid, 9 months old. All she knows is to throw my watch on the floor, pull my hair, coax me for pennies to buy candy. I have the most up to-date poultry farm in the country. I have the best-laying strain of hens in the country. I employ the best men that money can hire. It costs me nearly \$2 a dozen to produce fresh eggs at the present time. I charge you about one-fourth of that amount, yet you say I am robbing you. I'm selling you strictly fancy Florida oranges at 15 cents and 20 cents a dozen. The poor farmer that raised them, after paying for the picking and packing, gets about 10 cents a box. The railroad company gets the balance. You rush over to the Opera House, pay \$3 for a seat to see some chickens and old hens show their legs and shapes. That is all right. You rush down to the millinery store, pay about \$20 for a hat, the first cost of which is about \$3; that's all right; you get a swell hat. You bay \$50 for a chiffon dress, nothing to it. I can put it in my overcoat pocket, but it's the style. it's all right. But when it comes to something to eat.—you have a fit. Take my advice, take care of your stomach."

#### What the Farm Press Will Show at Toronto

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RVIN F. PASCHALL, of The Farm Journal, Philadelphia, chairman of the committee which has in charge the arrangement of an exhibit for the agricultural press, at the Toronto convention, which will measure up in all respects to the exhibit at Baltimore last year, has just announced the plans for the exhibit at Toronto.

"The 1914 agricultural exhibit," says Mr. Paschall, "has already been passed on by the general exhibit committee, and is thought to be a fine, constructive display, bound to help all farm papers.

"In the center of the exhibit will be contrasted what the farmer buys and what is advertised to him, with the suggestion that there are especially good opportunities open for manufacturers of shoes, stockings, men's suits and overcoats, blankets, furniture, typefountain pens, toothwriters, brushes. varnishes. lubricating oils, soaps and toilet preparations,

"On one side two methods of buying will be illustrated: mail-order, by a graphic story of a small advertisement; and localstore, by a chart showing exactly what happens from the time the manufacturer begins to advertise until the dealer makes a sale.

"On the other side is to be a graphic comparison of presentday markets. For instance, a big rubber boot will show the trade in the country, while a tiny boot will illustrate the relatively small possibilities of selling rubber boots to city men and women.

"Then there will be a representation of the opportunities open to those who seek farm trade.

"In another portion of the exhibit will be shown the relative amounts of ready money each class of people has-a showing which it is said greatly favors the

In the middle of the exhibit will be built a model farm-showing house, barn, garage, corn-crib, silo, wagon-house, dairy, pig-pen, chicken-house, etc."

#### "Confined Line" Plan for Gunst Cigars

The "confined line" plan of merchandising, expanded to involve the manufacturer's aid in advertising and helping the distribution of the retailer, has been taken up by M. A. Gunst & Co., cigar and tobacco manufacturers, importers, wholesalers and retailers, whose properties extend from New York to San Francisco. In the Northwest the Gunst interests are making special play upon confining their line to such an extent that wherever they cannot directly con-

confining their line to such an extent that wherever they cannot directly connect with an established retailer who is willing to feature their goods, they select a man well grounded in the local trade and put him in charge of his own store with Gunst goods as a leader.

In Oregon the plan has been pushed hardest during the past fortnight, with the result that connections have been made by M. A. Gunst & Co. with retailers in Corvallis, Eugene, La Grande and Roseburg, with more to come in Salem and Albany. Connection with an established retailer is preferred by the company, which is following its plan with an energy seldom, if ever before, practised by the tobacco trade, although the idea has worked out successfully in the idea has worked out successfully in

other fields.

#### Peerless' Bonus Offer to Chauffeurs

The belief that the man at the steer-The belief that the man at the steering-wheel is capable of making or marring the owner's opinion of an automobile, particularly of a high-class, heavy car, which practically necessitates the employment of a chauffeur, has caused the Peerless Motor Car Company to inaugurate as a feature of its advertising and selling plan in New York and other cities a compensation-to-drivers plan. Providing that the purchaser is willing, the company will hereafter give to the chauffeur of every new car sold willing, the company will hereafter give to the chauffeur of every new car sold through its New York branch a bonus of \$10 a month for every one of the first 12 months during which the car gives absolutely satisfactory service to its owner. During this period the car must not be laid up for repairs or readjustments, except in so far as these are not the driver's fault. The plan is believed to be capable of making the chauffeur as interested as the owner in the efficient and economical upkeep of the machine.

#### A. D. S. Putting Out Two New Brands

The American Druggists' Syndicate, known as the A. D. S., launched two new products during the recent drug and chemical exhibition at New York City. These two products are known as Vogue Candy and Vogue Perfume. Girls wearing blue silk sashes bearing the inscription "Vogue" in gold letters circulated through the crowd, spraying the perfume through atomizers.

The Vogue candies will sell for from 60 cents to one dollar per pound.

60 cents to one dollar per pound.

#### Use of Copyrighted Matter in Ads

N a decision handed down at New Orleans on January 22, Judge Foster, of the United States District Court, decided that por-tions of the text appropriated from the contents of a copyrighted book and reprinted as dealer helps did not necessarily infringe on the copyright of the book.

The case of which the decision was the outcome was that of Stone & McCarrick, Inc., vs. The

Dugan Piano Company.

In the original bill the complainant alleged that it had published and copyrighted a book entitled "Manual of Instruction in the Use of Stone & McCarrick System of Salesmanship." It was also alleged that the book was specially intended for the use of its subscribers and was printed in such form as to be adapted for use as copy for advertisements in newspapers, magazines, etc., and that the Dugan Company and its officers had infringed the copyright of the book by publishing substantial parts of the copyrighted work as advertisements of the wares offered for sale by the said company.

In an account of the termination of the case the New Orleans Picayune of January 23 said:

The defendants moved to dismiss the bill on the grounds that advertisements are not copyrightable and hence advertising copy is not copyrightable and that the copyright of a textbook or manual of instruction of a useful art, science or system does not confer upon the pro-prietor of the copyright the exclusive right to make use of the art, science or system explained in it. The decision of the court, which will no doubt have a far-reaching effect on

no doubt have a far-reaching effect on the right of merchants to insert adver-tisements designed and originated by others, is as follows:
"As to whether advertisements may be copyrighted, there are cases both ways, but conceding, for the sake of argument, that advertisements in the forms copyrighted by the complainant would possess sufficient artistic and literary merit to be the subject of copyright, it seems to me that the second ground of objection is destructive of complainant's case, "Complainant has copyrighted a book

and not an advertisement. Defendants have published an advertisement and not a book. The book is in the nature of a manual of instruction and is de-

signed to teach piano dealers how to attractively advertise their wares, and contains forms, or models, or diagrams of advertisements, just as we may choose

"If complainant had published or copyrighted a manual of instructions designed to teach a piano maker how to build the instruments any person would be entitled to follow the instructions and diagrams to construct a piano. I can see no distinction between a sys-tem of instruction as to how to make a piano and a system of instruction as to how to draw an advertisement. The to how to draw an advertisement. The copyright of the book did not prevent the general public from making use of the book for the purpose for which it was designed, notwithstanding such use results in the publication of a part of the book in the form of an advertisement. In my opinion the case is on allfours with the decision in Baker vs. Seldon, 101 U. S. 99. The motion to dismiss will be sustained."

#### Trade Paper Ads to Defeat Pure Fabric Bill

The Monsaur Mfg. Company, of Boston, Mass., recently took two pages in a trade journal to state its opposition to the Pure Fabric and Leather bill, H. R. 10,080, introduced by Representative Lindquist.

The ad, which was headed "A Bill to Increase the Cost of Shoes," had for

to Increase the Cost of Shoes," had for its object the influencing of retailers as can be seen by the last paragraph of the text which was as follows:

"There is especially great danger in the enactment of the proposed pure shoe legislation to the small dealer. It is he who should inform himself regarding the perpicious features of the proing the pernicious features of the pro-posed legislation and use his influence in protest where it will do the most good and he should do it now."

#### How Kolynos Delivers the Sample

The Kolynos Company, at the recent drug and chemical show in New York distributed over 35,000 sample tubes of its dental cream and 20 gross of the regular size tubes to the visiting public.

Before the sample was handed out,

a short talk on the scientific value of Kolynos on the mouth and teeth was delivered by a Kolynos representative. To those who displayed a further interest, the germicidal value of Kolynos was explained by charts showing the effect of Kolynos on germs breeding in

the mouth.

The chemist of the company was also present to explain the process of manufacturing Kolynos.

#### New Jaeger Products

Dr. Jaeger's Sanitary Woolen Sys-tem Company, New York, which makes the advertised line of Jaeger under-wear, has opened a tailoring department making automobile and steamer s. The new products have not been advertised as yet.

#### Data on Cities and Papers Requested by Ad Men

A FEW enterprising advertis-ing managers are endeavoring to bring their information on local merchandising conditions, newspaper advertising rates and circulation up to date by sending out blanks containing the following question:

For Merchandising Information

City. Population.

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Number of families.
Number of English speaking families.
Number of foreign families.
Name of principal foreign nationali-

Trading population of city and its trade territory.

Per capita wealth.

Principal industries in city.

Main industries in surrounding trade territory

territory.

Number of stores in following lines: department stores, dry goods, clothing, furniture, hardware, grocery, shoes, women's furnishings, drugs.

Number of jobbers in city in following lines: dry goods, drug, hardware, grocery, principal English newspapers; name of paper, when issued, daily circulation, Sunday circulation. Principal foreign-papers.

This general information is written on one sheet, which is made of a size to fit in a looseleaf book 8x121/2.

Another blank sheet is sent out with this, requesting specific information concerning the newspapers.

Paper. Who are the publishers? Who has controlling interest?

What other publications by the publishers!

Advertising manager. Representatives.

Representatives.
Age of paper.
Political policy.
Sensational or conservative.
Ruling on medical advertising.
Source of telegraphic news.
What guaranty of truth of local news?

Average columns of want ads daily and Sunday. What trade co-operative service will

you give? issued-week days, morning or

evening? Gross circulation—daily—Sunday. Net guaranteed circulation—daily-

Sunday. Zone of principal circulation-list states.

City circulation Sunday. Out of city circulation Sunday. City circulation daily. Home delivered circulation daily.

Rural route circulation daily. Average number pages in week-day

edition.

Average number pages in Sunday edition.

Number of columns to page.
Column width—column height.
Agency commission.
Cash discount.

higher or lower than Local rate

foreign rate? Classes of advertising having special

Display rate one insertion per line. For maximum number insertions per line

Minimum and maximum rates; open space yearly contract rates. Name best days for publicity adver-

#### Massachusetts "Tech." to Investigate Macy's

It is announced that the Massachusetts It is announced that the Massachusetts Institute of Technology, which has made an extensive study of trucking problems in Boston, will soon undertake an exhaustive study of the department store delivery methods of R. H. Macy & Co., the New York department store.

The Macy company uses about 400 vehicles, horse-drawn, gasoline and elec

tric, in its delivery service, which is said to cost more than \$1,000,000 a year.

According to present plans, the Massachusetts institute will send a special staff of three research assistants to New Yark, where they will endeavor to determine the character of deliveries, zones, disspeeds, loadings, running standing times of wagons, automobiles,

#### Ordered His Will Advertised in New York Papers

Harry M. Gescheidt, a former member of Tammany Hall, and for many years a prominent member of the New York bar, died on January 12. In his will Mr. Gescheidt had several pecuiar provisions. The one most prominently featured is that which provides for a "bread line" and gives \$150,000 for the nurnesse. for the purpose,

for the purpose.

Another interesting provision is that an exact copy of the will should appear as advertising matter for six successive weeks in the Brooklyn Eagle, Staats-Zeitung, American and World.

The advertising was directed to take place before the will was probated.

#### "Printers' Ink" Trip with a Governor in China

SAULT STE. MARIE, MICH., January 2, 1914. Editor of PRINTERS' INK:

Please send me a sample copy of PRINTERS' INK. I am considering subscribing for your publication.

I have just received a letter from my father, former Governor Chase S. Osborn, of Michigan. He writes me that he read PRINTERS' INK sailing up the Gulf of Siam from Singapore to Bankok. He says that he got more good from PRINTERS' INK probably than from any other one source. GEO. O. OSBORN.

### The Little Schoolmaster's Classroom

"COPY is but a small part of advertising." Thus begins a booklet dealing with a study course in advertising. It is perfectly true that copy is usually but a part of advertising, but it is going too far to put it down as a small part. Copy is the appeal, the medium or mouthpiece through which the advertiser's message is made known to the trade or the consumer. So much depends, at the last, on the skilful manner of conveying this message, that copy cannot be fairly put down as being something of minor importance. In retail merchandising copy comes pretty near to being the whole of advertising, for the advertiser has only a few mediums or methods to choose from. And mailorder success hinges on the strength of the copy. The pendulum has swung far in the direction of emphasizing analyses and plans as prerequisites to good advertising, but the Schoolmaster believes that there is now a growing appreciation of the importance of copy and particularly of the earnest, individual kind of copy.

Doesn't it make you smile to read the syndicate advertisements -the stuff that is written by some one sitting up on the tenth floor of an office building with the idea of having it used by fifty or more stores or business concerns that the writer has not seen or made any study of? Take syndicate copy for shoe-stores, for exam-ple; the Schoolmaster has such an advertisement before him. There are just a few oily phrases about "our taste, our quality, our prices"—nothing definite, nothing individual, for the assertions must fit the Blank brand of shoes as well as the Blink brand, must advertise the Jones store as well as the stores of Smith, Brown and all the rest. Syndicate copy is undoubtedly better than some of the so-called advertising that has been run by people who don't know the first thing about advertising, but copy written for a score or a hundred different stores or firms (that the writer knows nothing about) can never have the point and ring that all copy ought to have.

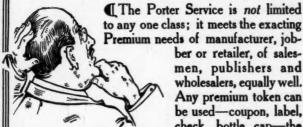
It's odd how men who are shrewd in business matters often lose sight of fundamental things in arranging for advertising. A director of a corporation was arguing for certain local advertising in a medium that appealed to the general public. He thought that this advertising would get everybody in his city familiar with the name of the product that the corporation sold. When he was asked what proportion of the local general public were possible users of the product, he looked blank and admitted that he hadn't thought about the fact that perhaps less than one per cent were people that would even be in a position to buy the corporation's products.

"I congratulate you," wrote an advertising manager to a farm magazine publisher recently, "on being one of just two men who, during the last six months have, when soliciting our advertising, troubled yourself to inquire whether we had distribution in your territory or were in a position to get it."

This advertising manager, by the way, says that at least half of the written and printed solicitation that comes in his daily mail is aimless and a pure waste of time and money. There can be no criticism of publishers for desiring advertising patronage, but solicitations would receive a great deal more attention if there were more apparent consideration of the advertiser's problem.

As long as human nature is as it is today, we will buy the things

### ES—The Porter Premium Service Can Be Adapted To Your Business



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is le Premium needs of manufacturer, jobber or retailer, of salesmen, publishers and wholesalers, equally well. Any premium token can be used-coupon, label, check, bottle cap—the

Service operates equally well with all. Don't imagine that there is something peculiar about your business that the

### **Porter Premium Service**

cannot meet. Tell us about your business and we'll tell you just how our Service can be adapted to it as a means of increasing sales. The Porter Service calls for no initial investment in premiums; it does not charge you for unredeemed stamps or coupons; it provides a complete Premium Department for you without your having to pay for storage of premiums or wages to men to look after it. We do all that, you merely pay us for goods when shipped.

Articles are shipped by us direct to your customers upon receipt of order—one at a time or in quantities, as required.

> (Don't plunge into premium giving without finding out all about the money saving advantages of the Porter Premium Service. Write us

### The John Newton Porter Co.

253 Broadway

New York, N. Y.

Twenty-seven million lars are invested in Eliza-beth in various industries ses. This means a residentand enterprises. population of many rich people and tens of thousands of well-paid skilled work-ers. Elizabeth is a good city in which to market your wares.

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

#### Elizabeth Baily Journal ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative 225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

### Lincoln Freie Presse

directation 125,667

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 28c.



that we are familiar with, or think we are familiar with, in preference to the goods that we know nothing of. An advertising man, familiar with the "inside of the game," was buying a pair of skates for a boy. He asked for and preferred Barney & Berry or Winslow. A skate made by the B— Hardware Company was offered. It looked just like the others and it may have been every whit as good, but it was a stranger to the customer. He preferred the well-known brands. And so it will always be.

A group of advertising men were chatting at the lunch-table. "Why don't you call on me any more?" asked the advertising

manager from out of town of the solicitor who happened to be in the lobby when the party arrived. "Hope deferred," answered the

"maketh the heart sick. You're too close a buyer of

space."

"I solemnly assure you," said the advertising manager, "that I never 'broke' the rate of a one-price publication in my life,"— which remark necessitated an immediate addition to the supply of table glassware.

#### Additions to "Post" Magazine's Staff

Joseph H. Gallagher, formerly with the H. E. Lesan Advertising Agency, has been appointed advertising manager of the weekly magazine section of the New

York Evening Post.
S. V. Hopkins, recently with the Met-ropolitan Magazine. has joined the mag-azine advertising staff of the Post.



### Classified Advertisements

#### ADVERTISING AGENTS

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125 of W A General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

#### ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Char lotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in THE BLACK DIAMOND, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

#### RILLPOSTING



#### BOUND VOLUMES

#### **Bound Volumes Wanted**

We are willing to pay a fair price for a bound or loose copy, set of 1912 and 1913 PRINTERS' INK. State price. The Pompeian Co., Box 844, Washington, D. C.

#### COPY WRITERS

ETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

#### FOR SALE

CAMPBELL MULTIPRESS in perfect order, 4,6 and 8 page, capacity 5000 per hour. Bar-gain price and easy terms to quick purchaser. MARCIL TRUST CO., Limited, 180 St. James Street, Montreal.

GOOD GROWING WEEKLY, Circulation 1300. Well equipped plant in town of 4000. A good chance for hustler. Price \$1500. Address Box Y-492, care of Printers' Ink.

#### HELP WANTED

FIRST-CLASS Advertising Solicitor get in touch with The Parsons-Powers Advertising Company, Harman Building, Columbus, Ohio, Managers for Columbus Chamber of Commerce edition The Columbus Evening Dispatch. Giltedged proposition. Advise quick. References.

#### An advertising solicitor wanted

for contract work on a small city daily. Pleas-ant, permanent position for a man of ability. Address Box Z-813, care of Printers' Ink.

#### **Technical Advertising Man**

There is a position open in advertising depart-ment of large New England manufacturing company. Man must have had mechanical engineering training. Address R. L. DOUGLASS, Boston Press Club, Boston, Mass.

#### Advertising Manager Wanted

For chain of retail stores. Good opportunity for experienced advertising man, but he must be willing to start small until he can "show." Address, giving full detail, naming salary, Box 526-2, care of Printers' Ink.

#### Circulation Manager Wanted

Permanent position old daily and Sunday morning paper just reduced to one cent in large city in Ohio. Want man who knows business. Must be a worker. No premiums or contests. Would consider man now assistant circulation manager who is capable. Write, giving full experience and salary wanted. EDWARD S. CONE. and salary wanted. EDWARD S. Brunswick Building, New York City.

#### Technically Trained Copy-Writer Wanted

A large publishing company of New York wants a copy-writer for its Service Department. He must be a young man (Christian); he must be able to meet men and leave a good impression. His letter of application will determine whether he can write the copy that "gets across." Send samples of work and references. This position means permanency and promotion. Publisher, Box 81-2, care of Printers' Ink.

WANTED—Experienced Sales Correspondent, not over 30, single, tail, clean cut and well educated. Our product a staple specialty sold to manufacturers and shippers in all lines. Must be capable of acquiring mass of details in connection with estimates and orders. Correspondence with customers, prospective customers and salesmen. Requires hard work, close application and more than ordinary ability. Fromotion later to travelling position. The opportunity is here, the future depends on you. Location, Indiana. State age, weight, height, nationality, extent of education, salary expected, previous positions filled, nature of work, names of employers, reason for seeking change, present of employers, reason for seeking change, present salary and references. Confidence respected. Address Box 528-Z, care of Printers' Ink.

#### MISCELLANEOUS

TOWNSEND'S Superior Gummed Labels.

5000, 76c. Send for catalog. Agents wanted.

Townsend's Advertising Printing—Booklets,
folders, mailing cards—for live advertising.

Write us. George Townsend Company, Dept.

A., 146 N. 7th St., Philadelphia.

#### POSITIONS WANTED

#### Young Woman Copy Writer

Good correspondent, stenographer, four years' advertising experience and study, wants better position. Try me on your work. C. B. WOOLWORTH, 188 Park Ave., Utica, N. Y.

EDUCATED YOUNG MAN with excellent business training in office detail, and a student in Advertising at N.Y. University, seeks advertising connection with a future. Highly recommended. Box Y-494, care Frinters' Ink.

HAVE A MESSAGE FOR THE AGENCY or firm wanting its printing bought right and to look right. Can manage private printing plant. Write. Address, "BUYER," Box 521-Z, care of Printers' Ink.

Advertising Writer and Editorial Assistant Young American, 24, excellent education, wishes beginning with publication offering future. Moderate salary to start. Box 2-522, care of Printers' Ink.

CIRCULATION or BUSINESS MANAGER. Position wanted by thoroughly competent man, nine years circulation manager in cites of 100,000 to 650,000. Excellent references. RAY WILLIAMS, 33 Alexander Street, Newark, N. J.

#### ARE YOU BUYING YOUR ADVER-TISING MATTER EFFICIENTLY?

A Purchasing Agent of wide experience in printed matter, good correspondent, tactful, energetic executive, will consider opening with future. Salary \$2500. Loyal. Box 2-523, care of Printers' Ink.

CLEAN CUT, well educated young man is cult to better himself. Two years writing retail copy and soliciting accounts for a newspaper. Two years' agency experience. Valuable experience in launching campaigns, follow-up methods and booklets. Good correspondent. Box \$30-Z, care of Printers' Ink.

C'IRCULATION MANAGER: To get "under the hide" of real business men for subscriptions to trade journals is my pleasure. Experience covers wide range of business. Will leave New York February 9th for Cleveland and Chicago. Road or office work considered. Address Box 416-Z, care of Printers' Ink, New York City.

#### New York Position Wanted

Aggressive, practical ad man, 24, two years' newspaper experience with a record that promises well for his future, desires to make himself necessary to a firm that offers real possibilities. Box 524-2, care of Printers' Ink.

#### College Graduate

24 years of age, experienced in writing ads, circulars, circular letters, etc., wants position as assistant to advertising manager of a growing concern. Initiative, persistence, ability. Salary of secondary importance. Specimens of work submitted. Box Z-315, care Printers' Ink.

#### WOMAN COPY WRITER

Never took an I. C. S. course. Never refer to myself as a "nustler." But when it comes to COPY, I Qualify every time. New York position preferred. Experienced. Box Z-820, care of Printers' Ink.

Assistant to Advertising Manager Young man, 21, with four years' experience in the advertising business; some copy and letter writing experience; accurate proof reader; believes he can make himself valuable to a national

writing experience; accurate proof reader; nelieves he can make himself valuable to a national advertising manager. Immediate salary no object. Box Z-625, care of Printers' Ink.

#### Truth, Convincingly Told

sells more goods, and sells them better, than hyperbole. I can convince you, Mr. Manufacturer, that I am a Master of Convincing Advertising. Box Y 401, care Printers' lnk.

#### I Want a Job Where I Can Grow

I am a well-educated, ambitious young man, 23 years old. Writer of foresist copy with original pixel pixel pixel, make attractive layouts; understand printing and engraving methods: good correspondent. Salary at start secondary consideration. Address Box 2-529, care of Printers' Ink.

#### Chicago Solicitor

14 years in the territory; can give exceptional service part of his time; has established office; represents the best weekly trade paper in its line; can give a publisher who wants his magazine, farm paper or mail-order accounts taken care of among agencies, excellent service. Would like to correspond with a publisher whose expenses are high for this kind of work. Box 512-7, care of Printers' Ink.

#### Advertising Manager

Three years as copy writer for publication, two years in present position with agency. Have entire charge of eight accounts, analyzed their markets, planned their campaigns, prepared copy, etc. Have written advertising for about fifty concerns. Knowledge of printing, engraving, illustrating, etc., is thorough. Would like to locate with responsible company that I may confine my efforts to a single business. Age 29. For full particulars, please address Box 514-Z, care of Printers' Ink.

#### **Business Manager**

If your paper needs an aggressive, progressive, energetic, wide-awake manager, capable of keeping down expenses and increasing the revenue both from circulation and advertising, I will soon be open for a proposition. Have bad will soon be open for a proposition. Have bad ager, circulation and business manager materials and the second of the second papers. I have splendid health, plenty of common sense, judgment, modern ideas and know how to get paying business. Prefer city of 20,000 to 50,000 west of Mississippi, particularly California Coast. References exchanged. Address WILLIAM GEORGE, 111 West Ocean Ave., Long Beach, California.

#### Am I Your Man?=

I want to connect with an advertising agency or department that offers real service.

Briefly, specifications are: 28 years old; single; 4 years' advertising experience; collegraduate; special courses in advertising. Have written, planned and laid out copy from car cards to follow-up systems. I understand modern principles of merchandising; how to create publicity; promote sales; have high ideals and sound theories of service.

A former employer states, "I can heartily recommend his earnestness and ability."

If you are on the alert for a live young man address Box Z-527, care of Printers' Ink.

#### PUBLISHING BUSINESS OFFORTUNITIES

IN order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West of West. HARRIS-DIEBLE COMPANY, 71 West 23rd St., New York

### ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS'
INK a detailed statement showing the total number of perfect copies printed for every issue These statements are on tile and will be shown to any advertiser.

#### ALABAMA

Birmingham, Ladger, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

#### ARIZONA

Phoenix, Gazette. Jan. 1 to Dec. 31, 1913. Daily average circulation 6,410.

#### CALIFORNIA

Los Angeles, Tribune. D'y & S'y av. 12, 89,261. Largest morning circulation in Los Angeles.

#### CONNECTICUT

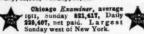
New Haven, Buening Register, daily. Aver. for 1013 (sworn) 19,336 daily, 2c.; Sunday, 15,639, 5c.

Waterbury, Republican. Examined by A. A. A. regularly. 1913, Daily, 8,666; Sunday, 8,532.

#### ILLINOIS

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,891.

Peoria, Sussing Star. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



#### INDIANA

South Bend, Tribune. Sworn average Dec. 1913, 13,231. Best in Northern Indiana.

#### IOWA

Burlington, Hawk-Eye. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

Des Moines, Register and Leader - Tribune, daily average Dec. '13, 60,000; Sunday, 45,000. Ilowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, Evs. Yournai. Only daily county. 1.975 subscribers. All good people. Only daily in

Waterloo, Ruening Courier, 56th year; Av. dy. 1913, 9,281. Waterloo pop., 29,000.

#### KENTUCKY

Louisville, Courier-Yourwal. daily, 28,066; Sunday, 49,181. Average 1912,

Louisville, The Times, evening daily, average for 1912 net paid 49.632

#### LOUISIANA

New Orleans, Item, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 2 to Sept. 31, net cir. 63,003.

#### MAINE

Augusta, Kennebec Journal, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1913, daily 10.810.

Portland, Evening Express. Net average for 1913, daily 19,537. Sunday Telegram, 13.003,

#### MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 50,948. For Dec., 1913, 75,494 dy; 56,997 Sun.

The absolute correctness of the

MAG

latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Com-pany who will pay one hun-dred dollars to the first person who successfully controverts its accuracy

#### MASSACHUSETTS



Average circulatio Daily (2 cents a copy)

Sunday 1912, 322.915. Advertising Totals: 1912, 8,642,511 lines

Gain, 1911, 268,480 lines 1.724.621 lines more than any other Boston

paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Burning Transcript (@@). Boston's ten table paper. Largest amount of week day ad.

Lynn, Evening Item. Daily sworn av. 1911, 16.987; 1912, 18,338; 1913, 18,878. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Brewing News. Actual daily average for 1912, 19,198.

Worcester, Gasette, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

#### MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1913, 81,281

#### MINNESOTA



The absolute accuracy of Farm, Stock & Home's circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern lowa. Use it to reach this section most profitably, olis. Farm, Stock and Home, semi-Actual average for year ending Dec.

Minneapolis. monthly. Actua



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily, Average net paid circulation for 1912, daily Tribune, 100,134; Sunday Tribune, 142,981.

#### MISSOURI

8t. Louis, National Farmer and Stock Grower, o. Actual average for 1912, 123,433

#### NEW JERSEY

Camden, Daily Courier. Daily average Oct.
1st, 1913, 10 Dec. 31, 1913, 11,916.
Camden, Post-Teigram. 11,292 daily average
1913. Camden's oldest daily.
Trenten, Times. Only evening and Sunday.
10, 18,288; '11, 28,115 '12—21,889.

#### NEW YORK

Buffale, Courser, morn. Ave., 1912, Sunday, 99, 692; daily, 26, 498; Empairer, evening, 37, 132. Buffale, Spensing News. Daily average, ten months, 1913, 193, 218.

Gieversville and Jehnstown, B. T. The Mornsing Herald. Daily average for 1912, 5, 739.

Schemetady, Gasette, daily. A. N. Licety. Actual Average for 1012, 23, 230. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utics, National Electrical Contractor, mo. Average for 1912, 2, 846.

#### NORTH CAROLINA

Charlotte—Best town two Carolinas. News, best Evening and Sunday paper. Investigate. Winston-Salam, Daily Sestinal (e) av. Dec., '13 4,899. Semi. Weekly Sentinal, av. Dec., '13, 7,371.

#### OHIO

Cleveland, Plais Dealer. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,054. For Dec., 1913, 113,881 daily; Sunday, 147,378.

#### PENNSYLVANIA



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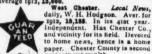
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Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 22,835; 22,840 av., Dec., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y. Philadelphia. The Press (@@) is Philadelphia's Great Home News-

paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor-the three most desirable distinctions for

any newspaper. Sworn average circulation of the daily Press for 1912, 87,223; the Sunday Press, 178,858.

Washington, Asparage 1912, 13,080. Washington, Reporter and Observer, circulation



in the State in agricultural wealth. wilkes-Barre, Times-Landre, eve. net, sworn, average 1st 6 mos. 1913, 19, 124.

Tork, Dispatch and Daily. Average for 1913.
19, 187. Covers its territory.

#### RHODE ISLAND

Newport, Daily News, (evening) 66th year, Covers field. Circulation for 1913, 4,718. Pawtucket, Evensus Times. Average Circulation for 1913, 21.828 - aworn.

n for 1913, 21.835 - sworr.
Frovidence, Daily Journal. Sworn
ave. net paid for 1913, 19.938 (606). Sunday, 35,944 (606). The Evening Bulletin,
47.502 sworn ave. net paid for 1913.
Westerly, Daily Sun, George H. Utter, pub.
reulates in Conn. and R. L. Cir., 1913, 5,830.

#### SOUTH CAROLINA

Charleston, Evening Post. Evening. Actua! daily average 1912, 8,599.



Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,450; Sunday, 20 180

#### VIRGINIA

Danville, 7%s Bes (eve.) Aver. Nov., 1913, 5,670. Dec., 1913, aver, 5,704.

#### WASHINGTON

Tacoma, Ledger. Average year 1912, daily and Sunday, 21.247
Tacoma, News. Average for year 1912; Tacoma, 20,598.

#### WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

over 40 vears ago.

Janssville, Gasetts. Daily average, Dec., 1913,
daily 6,640; semi-weekly, 1,439.

Bacine (Wis.) Journal-News.
Daily average circu. Jan. 181 to Dec. 3181 1913, 6,832.

#### ONTARIO, CAN.

Fort William, farthest West city in Ontario. Times Yournal, daily average, 1012, 4,132.

#### SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. 13, 8.205. Largest circulation in Saskatchewan.

#### Want-Ad Mediums

#### CONNECTICUT

NEW Haven Register. Leading want ad medium of State, Rate lc. a word. Av. 12, 19, 236.

#### TLT.TWOIS

THE Chicago Bramsser with over half a million Sunday cir. and over 240,000 daily cir. brings classified advertisers quick and direct results. Rates lowest ner thousand in the West.

SEARLY everybody who reads the English I language in, around or about Chicago, reads The Daily News," says the Post-office Review, and that's why The Daily News is Chicago's "want ad" directory.

THE Evening Energy and Sunday Telegram
Carry more Want Ads than all other Portland papers combined.

#### WADSTAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

#### MASSACHUSETTS



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads: a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



#### MINIMPROPA



THE Minneapolis 7 ribsme, Daily and Sunday, is the lead-ing want ad medium of the great

ing want ad medium of the great Northwest, carrying more paid want ads than any other daily mespaper in the Twin Cities. Printed in 1912 119,179 more inthan its nearest competitor. Rates: I Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the moraing and evening editions for the one charge. tions for the one charge.

#### HEW YORK

THE Buffalo Browing News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

#### PERNSTLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

THE Sait Lake Tribune-Get results-Want Ad Medium for Utah, Idaho and Nevada.

### Gold Mark Papers (

#### TLLINOIS

Bakers' Helper ( 6), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (66). Actual average circulation for 1912-13, 17,266.

#### MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America ( ...).

Boston Ruening Transcript ( ), established 30. The only gold mark daily in Boston. 1830.

Worcester L'Opinion Publique (86). Only French daily among 75,000 French population.

#### MINNESOTA

The Minneapolis Journal (@@). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries mo advertising than any paper in the Northwest.

#### NEW TORK

Brookiyn Bagie ( GG) is THE advertising medium of Brookiyn.

Dry Goods Economist (66), the recognized authority of the Dry Goods and Department Store trade.

Hardwars Dealers' Magasine ( ) Specimen copy mailed on request. 253 Broadway, N. Y

New York Herald (66). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (@@) has the largest circulation of any technical paper in the world.

New York Tribune (36), daily and Sunday. Daily, now one cent the best for the least.

#### PENNSYLVANIA

The Press (@@) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks-the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

#### THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, pro-ductive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation i Greater Pittsburg.

#### RHODE ISLAND

Providence Yournal (00), only morning paper among 600,000 people; "The R. I. Bible."

#### TENNESSEE

The Memphis Commercial-Appeal (66) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

#### WISCOMSIN

The Milwaukee Svening Wisconsin (00), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## To Sell

That's the Vital Verb in this Whole Advertising Business

17

88

37

70

30

2

97

01

12

13

04

We have had great success in the development of Sales Plans that include Merchandising ideas as well as Copy Writing and the selection of media. Let us tell you about them.

We gladly stand upon our qualifications, our experience, our records —on a sheer selling basis.

We are not infallible. But we have a record which we believe proves an unusually high average of successes. We do not know it all. We insist upon team-work with the advertiser.

If you will permit us to prove definitely to you what we can do for your specific business, we are pretty confident of the result.

May we have a letter from you or an interview? No obligation incurred.

Please write for our booklet "Sincerity First."

#### The Taylor-Critchfield Co.

Advertising and Merchandising Agents

New York CHICAGO Detroit

# Fighting Advertising Liars Makes Advertising Gains

During the last three years The Chicago Tribune has been steadily eliminating Advertising Liars and other undesirables from its advertising pages. It has barred from its advertising columns all loan sharks, fake furniture sales, fake clothing sales, fake raincoat sales, dentists, whiskey advertising, all medical advertising regarding which there is the slightest question, and all questionable financial, land or mining advertising.

With all these undesirables eliminated the total volume of paid advertising printed in The Chicago Tribune during 1913 shows a gain of 3936.32 columns over 1912, and 5593.72 columns over 1911—this in the face of the fact that there was printed in the three other Chicago morning papers during 1913 a total of 3705.44 columns of the kind of advertising that The Tribune refuses—and also in the face of the fact that the combined advertising of the other three Chicago morning papers for 1913 shows a loss of 3042.67 columns over 1912, and a loss of 7551.50 columns over 1911.

The great majority of advertisers, being honest themselves, prefer to place their advertising in a paper which bars dishonest advertisers.

### The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Offices: 1215-1216 Croisic Bldg., 220 Fifth Ave., New York City